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ABSTRACT

Library surveys are a means to an objective examination of the library and its services, helping to clarify the purposes that are being served and to assess the methods of providing these services. This survey was undertaken as a cooperative project of the seven public libraries of Summit County, Ohio. Its purpose was to develop a long-range plan for library service taking into account the changes forecast for the county. More specifically, the objectives were: (1) Inventory survey and analysis--for a picture of present conditions and future needs; (2) Development of library service standards--to determine the desirable levels of library service in terms of population growth patterns; (3) Preparation of a library plan and recommendations--to produce a comprehensive long-range plan for library service and to present recommendations for priorities and operations; and (4) Implementation--to advance a sound approach for translating a proposed plan into reality. (Author/SJ)

ED 065161

SURVEY OF PUBLIC LIBRARIES

SUMMIT COUNTY

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Prepared for the Summit County
Library Planning Council

by

Tri-County Regional Planning Commission
and
Ralph Blasingame, Library Consultant

TRI-COUNTY REGIONAL PLANNING COMMISSION
MEDINA - SUMMIT - PORTAGE
19 North High Street, Akron, Ohio 44308

February, 1972

LI 003 783

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regional planning commission

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28 February 1972

Summit County Library Planning Council
c/o Akron Public Library
55 South Main Street
Akron, Ohio 44308

Gentlemen:

We are pleased to submit for your consideration this Survey of Public Libraries, Summit County, Ohio. This summary report includes an overview of the many aspects of the survey as well as a set of recommendations and guidelines to assist in formulating library policy in the coming years.

Much of the discussion in the report involves techniques of continuing self-evaluation. Although the results of the techniques employed during the survey should have value in short-range policy making, the techniques themselves will have continuing viability as a method by which to periodically review the performance of each library as it serves its public.

The Tri-County Regional Planning Commission staff and Mr. Ralph Blasingame wish to thank the members of the Library Planning Council for their assistance and counsel throughout the duration of this project.

Sincerely,

TRI-COUNTY REGIONAL
PLANNING COMMISSION STAFF

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CHAPTER I

INTRODUCTION

As with most institutions utilizing public funds, the modern library is being called upon to provide an ever broadening scope of services, yet with funds that sometimes seem inadequate to allow all expectations to be realized. The problem is to optimize services rendered within the funds that are available. This is, of course, not unique to library service. However, it is particularly relevant to library service since with the rapidly changing technology of communication, the role of the library in the entire communications field becomes less clear than it once was. Where the library once may have been the principal source for general reading materials, that role has changed with the advent of low cost paperback books and other popular priced communications media. It is therefore incumbent upon public libraries to define their roles within the community as part of the total communications and cultural system. This role must be defined in a dynamic sense, i.e., a realistic set of current goals and objectives need to be formulated, but at the same time, there must be sufficient foresight to realize that these goals and objectives must evolve to keep current with the demands of society.

Library surveys are a means to an objective examination of the library and its services, helping to clarify the purposes that are being served and to assess the methods of providing these services. The survey

should be able to provide new insight into what a library does, how well it does it, and where, within the structure of the survey, data and information about a library's services is obtained. This then helps form the basis for planning changes and long-range library development recommendations as well as to help assess the degree to which a library is achieving any goals it currently has.

This survey has been undertaken as a cooperative project by the Boards of Trustees and librarians of the seven public libraries of Summit County. Its purpose has been to develop a comprehensive long-range plan for library service in Summit County taking into account the changes forecast for the county. More specifically, the objectives of the survey have been as follows:

1) Inventory Survey and Analysis -- to provide a complete picture of existing pertinent conditions in the county and of present and future needs for library service out of which a plan for action may be prepared.

2) Development of Library Service Standards -- to determine the desirable levels of library service in terms of the specific needs of the county's present and future population, to determine what the population growth patterns of the county are, and the effect of these patterns on library service.

3) The Preparation of Library Plan and Recommendation -- to produce a comprehensive long-range plan for library service in the county, to prepare specific recommendations for program priorities and operations, and to present specific recommendations and priorities for the establishment of branch libraries.

4) Implementation -- to advance a sound approach for translating a proposed plan into reality, to suggest aspects of the library system which warrant detailed study and cost analysis to promote early implementation, and to consider the implications of the existing fiscal framework in respect to the possibilities for plan implementation.

The administration of the survey has been a cooperative venture among the seven library districts represented on the Summit County Library Planning Council (a fourteen member group comprised of the seven administrators of the Summit County libraries and a representative of each of the boards of trustees). The Library Planning Council has worked with staff from the Tri-County Regional Planning Commission, Akron, Ohio, and Mr. Ralph Blasingame, library consultant from the Graduate School of Library Service, Rutgers University. The Library Planning Council rendered advice and counsel on various preliminary reports incorporated in this summary; the Tri-County Regional Planning Commission staff contributed data collection services, conducted field surveys and analyzed the implications of popu-

lation growth in the county as they are related to the adequacy of existing facilities and as they relate to the need for future physical facilities. Mr. Blasingame contributed much of the analysis of the survey data, offered recommendations for future library service criteria and conducted several seminars during the course of the survey on findings of the survey with suggestions on techniques of self-evaluation.

CHAPTER II

THE SETTING FOR LIBRARY SERVICE -- SUMMIT COUNTY

Increasing and changing demands for library service will depend in large part upon the increase of population in Summit County and, just as important, the distribution of the future population within the county. Of course, many other factors must be taken into consideration in estimating the demand for library services in the future. Such factors include changing technology in communications, changing educational levels and increasing leisure time. The changing character of the population, therefore, is extremely important; however, simple increases in the number of people within the county will continue to have a major impact on demands for library services. In order to understand the possible future changes in the county population it it is useful to examine in at least a cursory fashion some of the historical background for arriving at this point in time in the continuing growth of Summit County.

Toward the end of the nineteenth century the county was experiencing industrialization. With the advent of the mass-produced automobile there arose a great need for rubber products and Akron became a boom town. The population figures for the period preceding 1920 show the effects of the event. While Portage County increased its population by 9,000 persons from 1880 to 1920, and Medina County increased by 5,000 people in the same period, Summit County increased by 242,000 persons. The population concentrated

in the cities, and by 1920 sixty percent of the population in Medina, Summit and Portage Counties was concentrated in the City of Akron. Other forces beginning to affect the region at this time were the development of all-weather roads as a result of the need generated by the wider and wider use of the automobile and the establishment of the trucking industry, even though the railroads were then transporting nearly all the goods. A system of electric power lines spread over the region and this, along with the increased mobility of man due to the automobile, began to permit development to spread over the countryside.

In the period from 1920 to 1960 a prominent characteristic was the increasing trend toward land use decentralization in Summit County as well as the three-county region. The widespread use of the automobile, improved roads, higher family incomes, federal influence in home financing, and relatively cheap land outside the central city set the stage for this decentralization, and especially for the dispersion of residential areas into the surrounding region. As a result of this suburbanization, the percentage of the three-county region's population living in the City of Akron decreased from 60% in 1920 to 43% in 1960. The widespread use of the automobile also resulted in an ever-expanding need for improved highways and major streets. This need grew faster than the traffic congestion could be relieved and stimulated the development of the limited-access expressway. This, in turn, encouraged further decentralization and helped to produce the development pattern that can be seen in Summit County today.

The forces acting at present are largely the result or the agglomeration of those acting in the past. Similarly, the forces of the future are developing at present. Therefore, this brief glimpse of the past forces in the development of the region provides a background for looking more closely at the forces which are operating in the region now and are likely to operate in the future.

One of the most pressing forces is continued rapid population growth. In the period from 1920 to 1960 the population of the region doubled. The growth from 1950 to 1960 accounted for half of that increase. From 1960 to 1970 the population of the three counties increased from 670,682 people to 761,956 people, or an increase of 13.6%. The increase in Summit County itself was less than the regional total, but nevertheless, significant. Summit County in 1960 had a population of 513,569 and in 1970 had increased to 553,371 for an increase of 7.75%. Growth in the 1970's and beyond will have a marked impact on library service demands in the county.

The Columbus laboratories of Battelle Memorial Institute recently completed projections of the population and labor force for northeastern Ohio as part of an Ohio Department of Natural Resources plan for water supply in this part of the state. Their projections for population growth in Summit County are included here because of the broad base from which these population projections were derived. The figures indicate that between

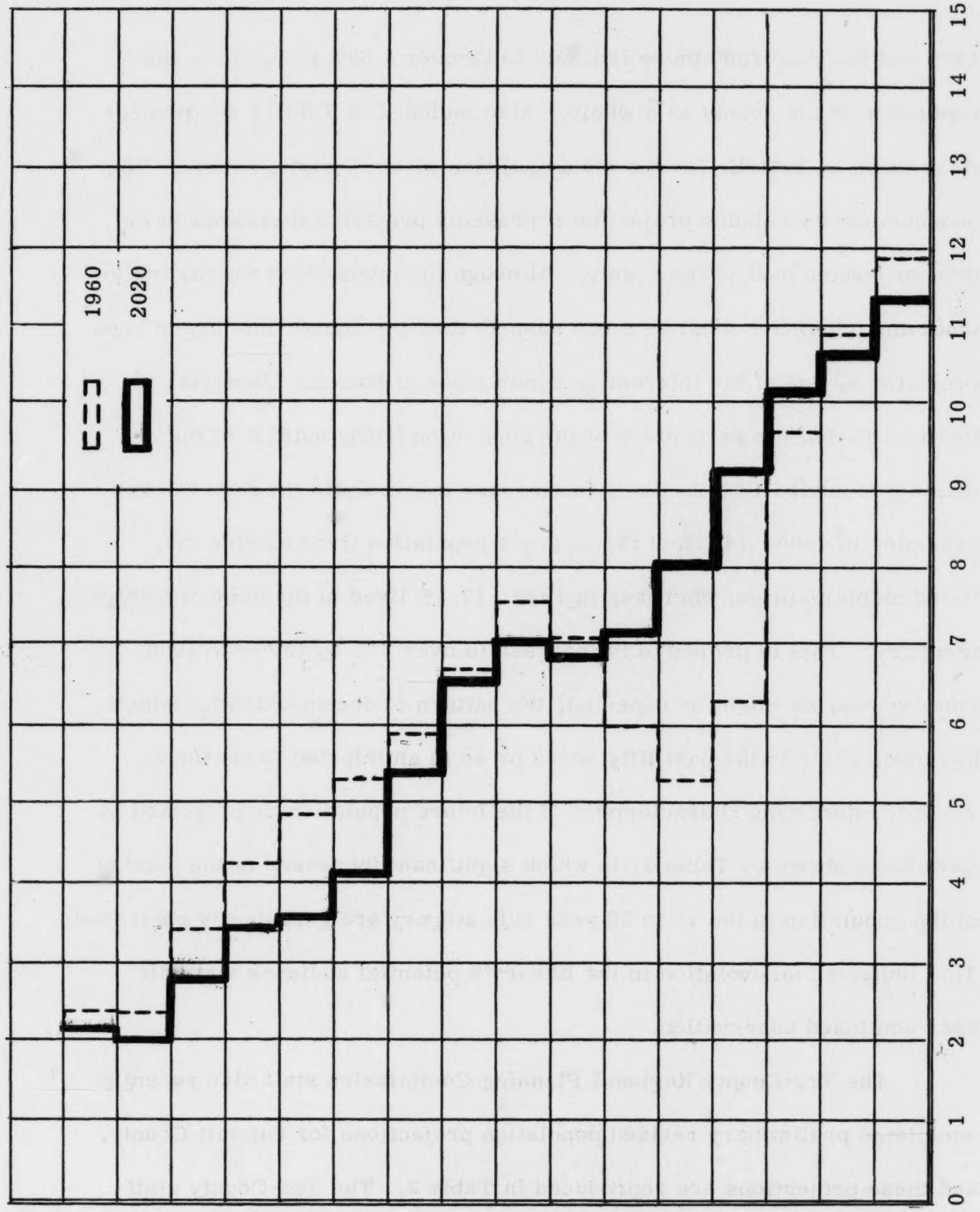
TABLE I

Population in Summit County -- 1960 - 2020

	1960	1970	1980	1990	2000	2010	2020
Summit County	513,569	550,210	634,201	721,503	794,810	835,294	843,483
Akron	290,351	273,266	293,195	321,164	346,969	361,056	362,785
Barberton	33,805	33,003	36,189	40,117	43,612	45,529	45,821
Clinton	927	1,339	1,743	2,096	2,371	2,525	2,566
Cuyahoga Falls	47,922	49,463	55,931	63,015	69,078	72,419	73,039
Fairlawn	3,234	6,144	8,626	10,692	12,262	13,141	13,398
Hudson	2,438	3,786	5,041	6,119	6,953	7,419	7,548
Lakemore	2,765	2,715	2,987	3,317	3,609	3,770	3,795
Macedonia	4,060	6,363	8,495	10,324	11,737	12,525	12,745
Mogadore	3,851	3,176	3,113	3,231	3,387	3,470	3,458
Munroe Falls	1,828	3,820	5,476	6,840	7,871	8,449	8,621
Northfield	3,482	4,268	5,229	6,125	6,845	7,245	7,341
Norton	10,924	12,214	14,373	16,519	18,289	19,269	19,483
Richfield	2,064	4,981	7,338	9,256	10,696	11,504	11,749
Silver Lake	2,655	3,614	4,609	5,496	6,193	6,582	6,683
Stow	12,194	19,801	26,707	32,591	37,119	39,649	40,361
Tallmadge	10,246	15,108	19,795	23,874	27,046	28,815	29,296
Twinsburg	4,098	6,433	8,592	10,445	11,875	12,673	12,895
Unincorporated Areas-Balance	76,725	100,716	126,762	150,283	168,895	179,255	181,899

Source: Battelle Memorial Institute, Demographic and Economic Projections for Northeast Ohio: 1970-2020, A Report Prepared as Part of the Northeast Ohio Water Development Plan Being Prepared by the Ohio Department of Natural Resources, (Columbus, Battelle Memorial Institute, 1970), p. 68.

TABLE 1 - Continued



PERCENT OF TOTAL POPULATION IN EACH AGE GROUP: SUMMIT COUNTY

Source: Battelle Memorial Institute, Demographic and Economic Projections for Northeast Ohio, 1970-2020, A Report Prepared as Part of the Northeast Ohio Water Development Plan being Prepared by the Ohio Department of Natural Resources. (Columbus, Battelle Memorial Institute, 1970), p. 87.

1970 and the year 2000 there is likely to be over a 60% increase in the population of the county as a whole. Also included in Table 1 are projections made by Battelle for the municipalities within Summit County. The non-community balance projection represents projected increases in the unincorporated part of the county. Although the projections for the individual municipalities must be more suspect than the county and larger area projections, one of the interesting conclusions of Battelle Memorial Institute is that the percentage of the population living outside of the existing municipalities is likely to increase markedly in the future. For example, in 1960 14.9% of the county's population lived outside the listed municipalities; whereas, in 1970 18.3% lived in the unincorporated territory. This is projected to increase to over 21% by the year 2000. In other words, as might be expected, the pattern of decentralization which has taken place in the past fifty years or so is anticipated to continue. Another interesting characteristic of the future population as projected by Battelle is shown by Table 1, in which significant increases in the portion of the population in the 15 to 30 year old category are graphically portrayed. This indicates an evolution in the library's potential audience that will bear continued observation.

The Tri-County Regional Planning Commission staff also recently completed preliminary revised population projections for Summit County, and these projections are reproduced in Table 2. The Tri-County staff

TABLE 2

Summit County - Population Forecast

Cities	Census 1970	1975		1980	
		New*	Old	New*	Old
Akron	275,425	280,250	310,800	290,000	316,000
Barberton	33,052	34,500	37,000	35,500	38,000
Cuyahoga Falls	49,678	52,000	57,000	53,800	58,500
Fairlawn	6,102	7,600	8,000	8,750	10,000
Macedonia	6,375	7,960	8,500	9,000	10,500
Norton	12,308	13,150	16,000	13,900	18,500
Stow	19,847	23,000	25,000	32,000	32,000
Tallmadge	15,274	19,900	22,000	20,900	28,000
Twinsburg	6,432	8,000	8,300	10,250	10,500
Villages					
Boston Heights	846	900	1,500	950	2,000
Clinton	1,335	1,390	1,700	1,440	2,000
Hudson	3,933	5,100	5,500	6,600	7,000
Lakemore	2,708	2,900	3,300	3,200	3,600
Mogadore	3,207	3,400	3,800	3,600	4,000
Munroe Falls	3,794	4,750	6,000	5,450	6,700
Northfield	4,283	4,760	5,200	5,200	5,500
Peninsula	692	780	750	920	900
Reminderville	215	248	300	325	400
Richfield	3,228	4,100	----	5,200	----

* Preliminary revised forecasts, January, 1972

TABLE 2 - Continued

Summit County - Population Forecast

Villages - Cont.	Census 1970	1975		1980	
		New*	Old	New*	Old
Silver Lake	3,637	3,750	3,300	3,750	3,300
Townships					
Bath	7,552	9,200	8,500	10,800	10,200
Boston	1,504	2,020	2,800	2,800	3,600
Copley	8,633	8,900	10,500	9,800	12,500
Coventry	13,429	14,200	15,600	15,100	16,500
Franklin	15,114	17,000	17,500	19,400	20,000
Green	13,473	13,000	18,000	13,400	21,000
Hudson	4,462	5,550	5,000	7,000	6,500
Northfield Center	4,364	5,900	5,800	7,800	7,800
Northampton	5,662	6,400	9,000	7,600	12,000
Richfield	1,715	2,600	----	3,800	----
Sagamore Hills	6,756	7,850	8,500	9,050	10,500
Springfield	16,921	18,000	21,000	21,050	23,500
Twinsburg	1,415	1,700	2,300	1,900	3,000
Summit County	553,371	590,758	654,750	640,235	712,000
Tri-County	761,956	840,000	899,890	940,000	998,940

* Preliminary revised forecasts, January, 1972
Source: Tri-County Regional Planning Commission Staff.

projections extend only to 1980 so they can be compared to the Battelle projections only for that period. The comparison, even for the one period, is worthwhile, however, since it indicates the rather broad range of projections that may occur when projections are derived by different methods by different agencies.

Battelle projects growth of 15.3% for Summit County between 1970 and 1980. On the other hand, the preliminary revised projections to 1980 by the Tri-County staff indicate a growth to 1980 of only 7.0% or less than one-half the rate projected by Battelle. The Tri-County revised projections also differ markedly from those made by the Tri-County staff in 1965. In that year, projections to 1980 envisioned growth that when measured against the 1970 census count envisioned a 15.8% growth in the population of Summit County from 1970 to 1980. The difference between the Battelle projections and the earlier Tri-County projections on the one hand and the preliminary revised Tri-County projections on the other is founded on inferences drawn from the 1970 census data -- the rate of growth in the nation and in Summit County is lower than previously expected, and there is reason to believe the current trend will continue.

So, while the Summit County population is expected to increase, it seems likely to increase at a decreasing rate for some time to come.

Of course, in addition to absolute figures on population growth, of great interest in any public facility planning is the distribution of the

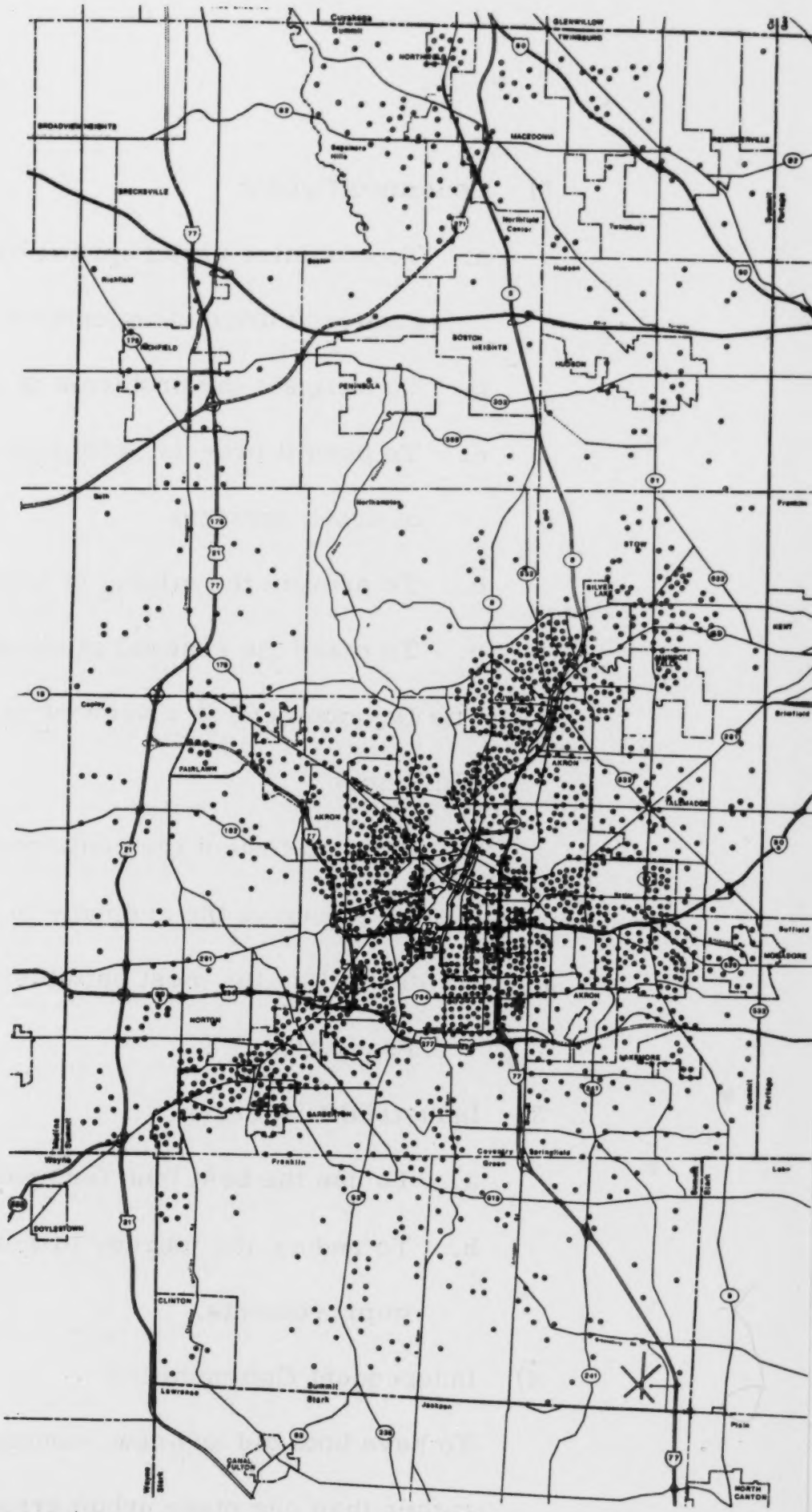
population within individual municipalities and within the county as a whole. Figure 1 indicates the distribution of the population in 1970 in graphic form. The difficulty of predicting this distribution for the future is understandable when one considers what one might have predicted twenty years ago as to the distribution of the population that can be seen today. Nevertheless, there are a number of factors which influence the population which help in predicting where growth pressures will occur within the county. Limited-access highways and major thoroughfares -- existing, under construction, or planned for future development in the region -- will have a noticeable impact on development patterns. Likewise, the availability of water supply and sewage disposal facilities will have an increasing impact on the population distribution as more rigid health and environmental considerations are applied when proposed developments are reviewed by the authorities and agencies responsible. Public utilities, location of employment centers, physical barriers such as topography, rivers, flood plains, and soil conditions, as well as the price of land as affected by location and zoning will all have a role in shaping urban expansion in Summit County.

It was upon considerations such as the above that a regional plan was developed by the Tri-County Regional Planning Commission. That plan included a number of development concepts including the following:

SUMMIT COUNTY

LIBRARY SURVEY

POPULATION DISTRIBUTION 1970



Each Dot Equals 250 people.

Figure 1

Prepared by: Tri-County Regional Planning Commission

January, 1972

1) Contained Growth

   a. To minimize urban sprawl by filling in between the scattered urban development.

   b. To mitigate the problems of scatteration.

   c. To permit orderly, efficient and economical provision of urban services

   d. To prevent the mixing of incompatible land uses

   e. To make the renewal of older areas possible

2) The Development of a Network of Green Spaces in the County and Region

   a. To complement the containment of urban sprawl.

   b. To preserve the economy in agricultural areas.

   c. To utilize the most suitable land for public and private recreation.

3) Industrial Dispersal

   a. To use the best land for attracting economic development.

   b. To reduce the journey to work and needed transportation improvements.

4) Independent Communities

   To have both old and new economically independent communities rather than one mass urban area.

It was based on these concepts and the preceding considerations that the Tri-County Regional Planning Commission has recommended that urban development conform conceptually to the pattern indicated on the accompanying maps. Naturally, a large part of the urban service areas indicated on Figure 2 will be used for residential purposes. Figure 3 indicates areas that are recommended to be utilized for residential purposes and, therefore, are the areas likely to be significant in terms of library planning purposes.

Of course, a projection and map are static tools applied to a dynamic urban development situation. Therefore, any projections or maps of recommendations or predictions of urban development in the future must be utilized with the idea in mind that the recommendations and conclusions, as well as the premises upon which these conclusions were based, must be periodically re-examined as to their relevancy at a given point in time. At this point in time the population projections and plan recommendations lead to the conclusion that the most significant growth in the county will occur in those areas encircling Akron or in those areas nearest to Cleveland where centralized sewer and water facilities can be made available. This broad definition has been narrowed somewhat in Table 2 and Figure 2. However, the entire county with the exception of the valleys of the Cuyahoga River and its major tributaries may be expected to be urbanized or urbanizing by the end of the century.

SUMMIT COUNTY

LIBRARY SURVEY

URBAN SERVICE AREAS - 1990

Urban Service Areas

Prime Growth Areas

Redevelopment Areas

Figure 2

Prepared by: Tri-County Regional Planning Commission

January, 1972

SUMMIT COUNTY

LIBRARY SURVEY

MAJOR RESIDENTIAL AREAS - 1990

Figure 3

Prepared by: Tri-County Regional Planning Commission

January, 1972

CHAPTER III

ORGANIZATION OF PHYSICAL FACILITIES IN SUMMIT COUNTY

The libraries in Summit County are divided into seven library districts as indicated in Table 3. Although all of these districts have distinct histories and unique characteristics, the approach of this survey has been to consider library service in the county as a whole. Consequently, there will be only limited discussion of the libraries as distinct organizational entities except where coordination and cooperation among the library districts becomes a key factor in providing adequate county-wide library service.

The level of library service in Summit County is a product both of the existing physical facilities and the attitudes toward service to the public embodied in each of the library organizations. This chapter is devoted to a discussion and analysis of the physical facilities within which library services are rendered in the county.

Of the eighteen libraries in the Akron system, thirteen branches are housed in specially designed library buildings, one in a rented bank building, one in a rented town hall, and one in a rented store. Nine branches were built before 1960. Only four branches have floor area space designated as both children and young adults department, while fourteen had only one area specifically serving both age groups. Eleven branches have community meeting rooms averaging a little over 600 square feet in area while seven do not have any community meeting facilities as such. Seven branches have

designated patron parking spaces while eleven do not. Eleven branches had what the survey staff felt were noticeable traffic problems such as no traffic control devices while seven branches had no particular traffic problems apparent on the day of the survey. All six independent Summit County libraries are housed in specific library buildings. Two libraries were built before 1960 while the remaining four were built before 1970. Two libraries have floor areas designated as children and young adults departments respectively, while four have only one specific area for both age groups. Four libraries have community meeting rooms averaging about 940 square feet while two do not. Four libraries have designated parking spaces while two do not.

TABLE 3

Public Libraries of Summit County

1. Akron
   - Main Library
   - City Branches
     - Ayres
     - Chamberlain
     - East
     - Ellet
     - Kenmore
     - Maple Valley
     - North
     - West Haill
     - Wooster
   - County Branches
     - Coventry
     - Manchester
     - McDowell
     - Mogadore
     - Northfield
     - Norton
     - Richfield
     - Tallmadge
2. Barberton
3. Cuyahoga Falls
4. Hudson
5. Peninsula
6. Stow
7. Twinsburg

The more detailed characteristics of individual facilities in the Summit County Library systems are indicated in Tables 4, 5, 6, 7 and 8. These characteristics are presented in table form for comparative purposes. Specific characteristics that are worthy of discussion will be mentioned in various sections of the report.

Another important aspect of the physical characteristics of libraries in Summit County is the environment within which the library is located. During the fall of 1970 a field survey was conducted to ascertain the character of land use within approximately an 800 foot radius of each branch and library. The 800 foot radius was selected somewhat arbitrarily as a distance that might approximate the maximum distance a person arriving by car would be likely to walk to reach the library. The libraries were classified into the following land use categories:

1) Minor shopping area: an area in which a substantial number of retail establishments are concentrated.
2) Store grouping: an area in which small groups of retail establishments usually along two or more streets are predominant.
3) Shopping and institutional: an area in which a mixture of retail establishments, churches, schools, and/or city or village facilities are predominant.
4) Single-family residential: an area in which single-family homes are predominant.

5) Mixed use: an area where no single type of land use predominates.

Figure 4 indicates the land use categories that were assigned to each of the library facilities and indicates the distribution of these library environments in the county. The value of examining the neighborhood characteristics of existing libraries exists only insofar as the neighborhood characteristics coupled with responses in the users' survey aid in understanding what types of environments make desirable library locations so that a search for future library locations can be made most meaningfully. In general, locations close to shopping facilities and/or schools seem to offer the most to the library patrons. Even though the majority of trips to the library were special purpose trips, enough trips were associated with attendance at school or a visit to commercial establishments to make locations associated with schools or commercial establishments desirable.

Similarly, locations centrally situated to the population the library is intended to serve should be an objective for future library locations. The staff believes this is true even though an overwhelming majority of library patrons surveyed in the users' survey arrived by automobile and, therefore, were not constrained by walking distance times. All other things being equal, the central location should be preserved, especially when coupled with a neighborhood commercial center, park, or school, since more and more efforts are being made to enhance pedestrian and bicycle accessibility to frequently used public facilities, such as parks, schools, and of course, libraries.

In terms of existing facilities it cannot really be said that any is poorly located to the point that it fails to render a valuable service. As Figure 4 indicates, the locational variation is extremely broad. The differences in the locations of various branches help to explain some of the differences that can be noticed in the users' survey results. This then, leads to the conclusion that library service rendered from any particular building is partly a function of the location within the general neighborhood area as well as within the more immediate surroundings of the library building.

TABLE 4

Library Floor Area*

	Children's Department	Young Adult's Department	Adult's Department	Staff Area	Meeting Room	Other (Storage Area, etc.)	Total
Akron Main	----	----	----	----	----	----	148,300
Ayres Branch	1585	----	1663	224	357	415	4,244
Chamberlain Branch	1026	----	1680	225	738	----	3,669
East Branch	1134	----	2496	315	----	90	4,035
Ellet Branch	910	----	1711	540	540	----	3,701
Kenmore Branch	803	----	1002	616	897	270	3,588
Maple Valley Branch	1026	----	1170	340	588	375	3,499
North Branch	693	----	1053	405	459	----	2,610
West Hill Branch	----	1066	1632	----	966	----	3,644
Wooster Branch	704	----	648	480	510	165	2,507
McDowell Branch	2112	225	2588	625	900	2550	9,000
Coventry Branch	150	208	216	135	----	12	721
Manchester Branch	270	360	92	324	----	6	1,052
Mogadore Branch	300	446	890	180	780	----	2,596
Northfield Branch	----	924	1530	1120	744	----	4,318
Richfield Branch	1570	----	1600	----	----	----	3,170
Tallmadge Branch	285	532	700	240	414	----	2,171
Norton Branch	180	----	480	120	----	----	780
Stow	1400	693	2544	696	----	----	5,333
Hudson	825	----	1849	544	1073	1612	5,903
Peninsula	333	467	1200	200	200	470	2,870
Twinsburg	1586	----	1026	1035	----	920	4,567
Barberton	5100	----	6000	2100	1180	4100	18,480
Cuyahoga Falls	3844	----	10596	1080	1305	----	16,825
TOTAL	25836	4930	44368	11544	11615	10985	257,583

*Estimated by Tri-County Staff: all dimensions in square feet.

TABLE 5

Number of Seats, Tables, and Desks (Per Library)

	Total Number of Seats	Number of Seats in Children's Dept.	Number of Seats in Adults' Dept.	Other	Total Number of Tables	Number of Tables in Children's Dept.	Number of Tables in Adults' Dept.	Other	Total Number of Desks	Number of Desks in Children's Dept.	Number of Desks in Adults' Dept.	Other	Meeting Room Seating Capacity
Akron Main	650	131	315	204	306	46	220	40	71	2	61	8	252
Ayres Branch	62	31	31	0	10	5	5	0	3	1	1	1	25
Chamberlain Branch	47	18	25	4	8	4	3	1	5	2	1	2	50
East Branch	64	28	30	6	14	6	7	1	3	1	1	1	0
Ellet Branch	43	17	20	6	8	2	4	2	4	1	0	3	70
Kenmore Branch	47	18	25	4	12	3	5	4	3	1	2	0	75
Maple Valley Branch	44	19	23	2	12	5	6	1	5	2	2	1	75
North Branch	53	25	20	8	13	5	4	4	6	2	1	3	75
West Hill Branch	58	27	31	0	11	4	7	0	1	0	0	1	100
Wooster Branch	37	15	18	4	9	3	5	2	5	2	2	2	75
McDowell Branch	68	40	28	0	2	1	1	0	1	0	0	1	90
Coventry Branch	28	12	13	3	5	2	2	1	1	0	0	1	0
Manchester Branch	35	12	11	12	6	2	2	2	3	0	0	3	0
Mogadore Branch	24	6	14	4	8	2	4	2	1	0	0	1	40
Northfield Branch	53	25	24	4	12	6	4	2	6	1	3	2	75
Richfield Branch	26	13	8	5	7	1	2	4	3	1	0	2	0
Tallmadge Branch	32	9	20	3	6	2	3	1	1	0	0	1	75
Norton Branch	15	4	8	3	4	1	2	1	2	0	0	2	0
Stow	116	54	54	8	30	14	14	2	8	2	4	2	0
Hudson	100	32	68	0	12	5	3	4	3	1	1	1	120
Peninsula	178	28	150	0	6	2	4	0	2	0	2	0	50
Twinsburg	66	42	16	8	15	8	4	3	3	0	1	2	0
Barberton	193	70	112	11	30	8	18	4	4	0	0	4	100
Cuyahoga Falls	235	42	183	0	38	6	27	5	21	0	21	0	100
TOTAL	2274	718	1247	299	584	143	356	86	166	18	103	44	1387

TABLE 6

Hours of Library Service

Library	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total # of Hours per Week
Akron Main	9:00-9:00	9:00-9:00	9:00-9:00	9:00-9:00	9:00-9:00	9:00-5:00	68
Ayres Branch	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	10:00-5:00	47
McDowell Branch	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	1:00-6:00	10:00-5:00	52
Chamberlain Branch	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	10:00-5:00	47
Coventry Branch	12:00-8:00	12:00-8:00	1:00-5:00	12:00-8:00	---	10:00-5:00	35
East Branch	11:30-8:30	11:30-8:30	11:30-8:30	11:30-8:30	11:30-8:30	10:00-5:00	52
Ellet Branch	12:00-8:30	12:00-8:30	12:00-8:30	12:00-8:30	12:00-8:30	10:00-5:00	49-1/2
Kenmore Branch	12:00-9:00	12:00-9:00	12:00-9:00	12:00-9:00	12:00-9:00	12:00-5:00	50
Manchester Branch	12:00-8:00	12:00-8:00	1:00-5:00	12:00-8:00	---	1:00-5:00	32
Maple Valley Branch	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	10:00-5:00	47
Mogadore Branch	12:00-8:00	12:00-8:00	1:00-5:00	12:00-8:00	---	1:00-5:00	32
North Branch	1:00-8:30	1:00-8:30	1:00-8:30	1:00-8:30	1:00-8:30	10:00-6:00	45-1/2
Northfield Branch	12:00-8:00	12:00-8:00	12:00-8:00	12:00-8:00	---	12:00-5:00	37
Norton Branch	12:00-8:00	12:00-8:00	---	12:00-8:00	1:00-5:00	---	28
Richfield Branch	1:00-8:00	1:00-8:00	10:00-5:00	1:00-8:00	---	10:00-5:00	35
Tallmadge Branch	1:00-8:00	1:00-8:00	1:00-5:00	1:00-8:00	---	1:00-5:00	29

TABLE 6 (Continued)

Hours of Library Service

Library	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Total # of Hours per Week
West Hill Branch	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	10:00-5:00	47
Wooster Branch	12:00-8:00	12:00-8:00	12:00-8:00	12:00-8:00	12:00-6:00	12:00-5:00	43
Barberton	10:00-8:30	10:00-8:30	10:00-8:30	10:00-8:30	10:00-8:30	10:00-8:30	63
Cuyahoga Falls	10:00-9:00	10:00-9:00	10:00-9:00	10:00-9:00	10:00-9:00	10:00-5:00	62
Hudson	10:00-9:00	10:00-9:00	---	10:00-9:00	10:00-9:00	10:00-5:00	51
Peninsula	1:00-8:00	1:00-8:00	1:00-8:00	1:00-8:00	1:00-5:00	1:00-5:00	36
Stow	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	1:00-9:00	10:00-5:00	47
Twinsburg	9:30-9:00	9:30-9:00	---	9:30-9:00	9:30-9:00	9:30-5:30	54

TABLE 7

Parking Facilities

	Total Number of On-Site Parking Spaces	Space Allocated For Employees	Space Allocated For Visitors	Size of Parking Spaces	Width of Driveways	Number of Points of Ingress and Egress	Parking Spaces Available on Street	Parking Spaces Available off Street
Akron Main	7	7	0	9'	12'	1	18	Parking Lots
Ayres Branch	16	4	12	9'	12'	3	0	0
Chamberlain Branch	15	2	13	9'	12'	1	0	0
East Branch	6	2	4	9'	12'	1	20	50
Ellet Branch	25	4	21	9'	12'	1	0	Shopping Plaza
Kenmore Branch	4	0	4	9'	11'	1	0	Parking Lot
Maple Valley Branch	10	2	8	9'	12'	1	0	0
North Branch	20	4	16	9'	40'	1	30	Bank Lot
West Hill Branch	6	3	3	9'	12'	1	40	25
Wooster Branch	11	2	9	9'	12'	1	0	0
McDowell Branch	20	0	20	9'	12'	1	0	0
Coventry Branch	50	0	50	9'	30'	2	0	0
Manchester Branch	Shop. Plaza	0	Shop. Plaza	9'	30'	3	0	20
Mogadore Branch	4	2	2	9'	20'	1	14	50
Northfield Branch	28	0	28	9'	12'	1	0	0
Richfield Branch	8	1	7	9'	40'	1	0	0
Tallmadge	6	0	6	9'	40'	1	0	Shopping Plaza
Norton Branch	6	2	4	9'	30'	1	0	5
Stow	42	0	42	9'	20'	2	0	Church and Dentist Lots
Hudson	10	10	0	9'	12'	1	42	15
Peninsula	50	0	50	9'	15'	1	0	0
Twinsburg	20	0	20	9'	20'	1	0	Shopping Plaza
Barberton	6	6	0	9'	12'	1	60	Parking Lots
Cuyahoga Falls	6	6	0	9'	12'	1	0	Parking Lot

TABLE 8

Inadequacies of Site Features and Location

	Inadequate Signing	No or Little Lighting	No or Little Landscaping	No Outdoor Seating Aesthetics	No Sidewalks	No Public Transportation	Traffic Problems
Akron Main							Congested
Ayres Branch							Little
Chamberlain Branch			x	x			Little
East Branch			x	x			Very congested
Ellet Branch			x	x			Congested
Kenmore Branch			x	x			No traffic control devices
Maple Valley Branch				x			Congested
North Branch			x				Congested
West Hill Branch							Congested
Wooster Branch				x			Little
McDowell Branch						x	Little

Continued . .

TABLE 8 - Continued

	Inadequate Signing	No or Little Lighting	No or Little Landscaping	No Outdoor Seating Aesthetics	No Sidewalks	No Public Transportation	Traffic Problems
Coventry Branch			x	x		x	No traffic control devices
Manchester Branch	x	x	x	x			Little
Mogadore Branch				x		x	Little
Northfield Branch						x	No traffic control devices
Richfield Branch			x	x	x	x	Little
Tallmadge Branch			x	x		x	Congested
Norton Branch	x	x		x	x	x	Dangerous entrance
Stow							Congested in connection with church
Hudson		x				x	Parking affects parking
Peninsula	x	x			x	x	Foliage hides entrance
Twinsburg	x	x		x		x	Entrance across from fire station
Barberton			x	x		x	Meetings tend to congest traffic
Cuyahoga Falls							

SUMMIT COUNTY LIBRARY SURVEY

LIBRARY ENVIRONMENT

- Minor Shopping Area
- Store Grouping
- Shopping and Institutional
- Single Family Residence
- Mixed use

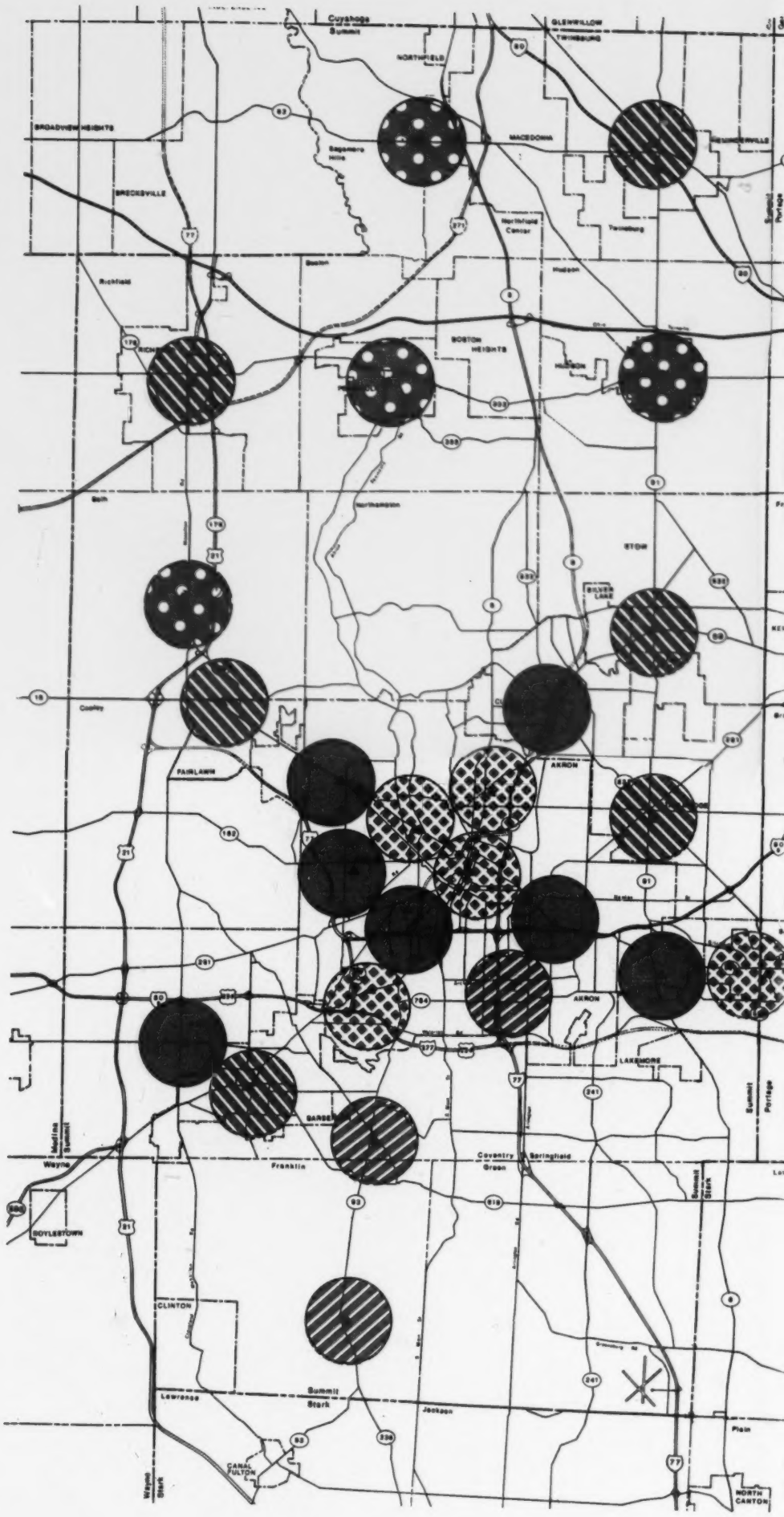


Figure 4

Prepared by: Tri-County Regional Planning Commission

January, 1972

CHAPTER IV

WHO USES THE PUBLIC LIBRARIES?

Personal Characteristics of Users

In order to obtain more precise information than was available about library users' personal characteristics and use behaviour, a survey questionnaire was constructed and distributed to all library patrons during the week of February 7, 1971. The survey was designed to obtain personal background, users' origin and destination, method of transportation, and opinions about the convenience of the library. The questionnaire is reproduced as Appendix I at the end of this report.

In this section are discussed the findings that are relevant to the personal characteristics of the users including sex, age, education, occupation, and amount of use of library facilities. Included also is a composite description of the typical library user for each library and branch. In subsequent sections distance factors, intended and actual use of the library, satisfaction and/or dissatisfaction with services received will be discussed. The report concludes with an analysis of some factors related to library use.

Sex: County-wide, 44 percent of the patrons are male and 56 percent are female. The highest proportion of male library users were found at the Akron Main Library (58 percent) while the lowest percentage (16 percent) was located at Bath Branch. In general, the independent

libraries tended to have higher proportions of male patrons than did the branch libraries.

Age: As Table 9 indicates, the largest proportion of library users are in the youngest age categories. This is so even given the fact that user questionnaires were not distributed to patrons using the children's section exclusively. Those twenty-one years and younger constitute 44 percent of the total during the survey period. Bath Branch had the lowest

TABLE 9

Average Age of Library User

	Age Category				
	12-21	22-34	35-49	50-64	65 +
Summit County	44%	22%	22%	9%	4%
Akron Main & City Branches	49	19	19	7	6
Akron County Branches	26	25	35	10	3
Independent Systems	39	23	24	9	5

percentage of persons sixteen and younger (6 percent) while Kenmore Branch had the highest incidence of such persons (43 percent). Peninsula had the highest percentage of persons over fifty (30 percent).

Generally, these findings are not surprising. However, a user group of almost 50 percent in the age group under twenty-one is out of phase with the prevalence of that group in the county at large (Table 10).

TABLE 10

Age Category	percent Library Users	percent Summit County Population
12-21	44	24
22-34	22	21
35-64	30	43
65 +	4	12

Education: In the county as a whole, relatively high educational levels among library users is the rule. As Table 11 indicates, a sizeable proportion of those questioned attend, or have attended, college of graduate school. The highest level of school attainment was reported at Bath Branch although Hudson, Peninsula, and Akron Main were not far behind. All reported that over 50 percent of the patrons had some college or graduate schooling, in comparison with statewide figures indicating that 15 percent of the Ohio population had one year or more of college.[1]

TABLE 11

Last Year of School Attended

Last School Attended	Percent of Total
Elementary	5
Junior High	11
High School	41
College	34
Graduate School	10

[1]Ohio Department of Education, 1966

Occupation: The county averages shown in Table 12 illustrate the heavy use made of library services by students and housewives. The only other category to have relatively high mention was the professional class (15 percent).

TABLE 12

Occupational Status

Occupation	Percent of Total
Student	41
Housewife	22
Retired	3
Professional	15
Manager	2
Clerical	3
Sales	3
Craftsman	2
Driver	1
Laborer	2
Household worker	*
Service worker	1
Farm worker	*

* = less than 1 percent rounded

In the three categories most usually mentioned, Wooster had the highest percentage of students among its patrons (61 percent), Norton the highest percentage of housewives (55 percent), and Akron Main the most professionals (23 percent). Bath--the branch with the largest percentage of persons with some college and/or graduate training--had a high percentage of retired persons (21 percent) as well as students and housewives.

Frequency of Library Use: Although not a personal characteristic as are those above, the frequency of library use is considered as such for the purposes of this study. Those completing the questionnaire were asked to indicate how often they used the library by circling one of four possible answers: (1) this is my first visit; (2) once a week or more; (3) once or twice a month; (4) less than once a month. Table 13 summarizes the responses for the county as a whole.

TABLE 13

Frequency of Library Use

Frequency of Use	Percent of Total
First Visit	7
Once a Week or More	35
Once or Twice a Month	41
Less than Once a Month	17

Hudson had the largest percentage of persons who indicated that they use the library once a week or more (51 percent). Cuyahoga Falls patrons indicated that they were the most likely to be first-time users (16 percent). Finally, use seems least frequent in Ellet and Chamberlain branches where over one-quarter of the patrons indicated use of less than once a month.

Time and Distance to the Library

The distance a patron lives from the library, how long such a trip takes, how he or she gets there, and the relationship of that visit to other activities like shopping or school are all considered important to library use. This section will describe how residents of Summit County reported on these factors.

Distance of Residence to Library: About three-quarters of those responding said that their residence was located five miles or less from the library they were visiting. The overwhelming percentage of people said that they lived within ten miles of the library. Table 14 indicates the percentages of patrons who lived various distances from the library they were using at the time of the survey.

TABLE 14

Distance of Residence to Library

Distance to Library	Percent of Total
Less than 1 mile	27
1 - 5 miles	50
5 - 10 miles	15
10 - 15 miles	5
Over 15 miles	4

Travel Time to Library: As the summary above indicates, travel time to the library has a great influence on use. As expected, 91 percent

of the respondents said that they lived less than 30 minutes from the library. Only 2 percent indicated that their home was more than one hour from the library. Table 15 summarizes the findings on travel time.

TABLE 15

Travel Time to Library

Travel Time	Percent of Total
Less than 15 minutes	68
15 - 30 minutes	24
30 - 60 minutes	7
Over 1 hour	2

In Wooster, 72 percent said that they lived less than 1 mile from the public library while in Norton, 97 percent said that they were less than 15 minutes from the library. Not surprisingly, those using the Akron Main Library said that they lived farther from the library (21 percent over 10 miles) and longer in terms of travel time (18 percent over 30 minutes) than did patrons in other communities or sections of the city. Coupled with this is the report from patrons of the Akron Main Library that that facility was not the closest library to their home. Eighty-one percent said that there was a closer facility than Akron Main. This percentage is the largest by far in this category.

Mode of Transportation: The major mode of transportation used by patrons to get to the library was the automobile. Very few people use public or other types of transportation. Obviously due to the high proportion of patrons who live within one mile of the library, Wooster registered the highest number of walkers (66 percent). The least accessible to walkers was the library in Richfield where 4 percent said they walked and 94 percent came by car.

TABLE 16

Mode of Transportation

Mode of Transportation	Percent of Total
Automobile	78
Foot	19
Public Transportation	2
Other	1

Connection to Other Activities: Relatively few people combine trips to the library with other daily activities such as shopping, work, school, etc. Forty-three percent of the patrons said that they made the trip only to visit the library. Table 17 presents the findings:

TABLE 17

Connection to Other Activities

Other Activities + Library Visit	Percent of Total
Shopping	13
Work	9
School	16
Another Activity	19
Only to Visit Library	43

The highest incidence of library visits and shopping was found in Hudson. Work relatedness was highest in Akron and the East Branch. Kenmore was highest on school relatedness while Cuyahoga Falls had the highest incidence of those who came specially to the library.

Intended and Actual Use of the Library

Patrons coming to the Library may intend to use the services in a vast number of different ways from something very specific to some general purpose. Once they get to the library they may be able to fulfill those intentions, find that some other interest takes their place, or are unable to satisfy their initial desires. In this section we investigate two factors: the reasons people came to the library on the day they were questioned; and what they actually did while they were there. Due to a number of factors not the least of which is the difficulty in relating these two items through questioning on a questionnaire, it is not possible to relate directly intentions and satisfaction. However, a number of partial indicators are available and will be discussed later.

Reasons for Coming to Library: The findings indicate that most people visit the library to return materials previously borrowed, to browse, and to borrow new materials. Also frequently mentioned was the search for specific information either in the form of a certain book or information on a specific subject. Fewer patrons came to the library with the other ideas mentioned in the tabulation presented in Table 9.

Several interesting findings emerge when the various libraries are compared on the items in Table 18. Using the highest and lowest percentages recorded by the patrons for each of the items, the following comparisons in Table 19 can be made.

TABLE 18

Reasons for Coming to Library

Reasons for Coming	Precent Mentioning Item
To browse and pick out general reading	39
To obtain a specific book or title	29
To return books or other library material	37
To study, using my own materials	9
To meet with friends	6
To read magazines or newspapers	9
To bring someone else (e.g., children)	15
To attend a library program or meeting	3
To obtain materials or information on a specific subject	37

TABLE 19

Libraries with Highest and Lowest Percentages of Response on Reason Items

Reasons	High Percent	Low Percent
Browse and General	Northfield	Akron Main
Specific Book	Northfield	Norton
Return Materials	Bath	Akron Main
Study	Maple Valley	Coventry
Meet Friends	Peninsula	Coventry
Read Magazines	East Branch	Coventry
Bring Others	Bath	Akron Main
Attend Program Meeting	Peninsula	Chamberlain
---	---	East Branch
Get Specific Materials	Akron Main	Norton

Two specific observations can be made from these data. First, it is obvious that Akron Main is viewed by its patrons as primarily a facility for "on-site" use in that it scores high on the intention to get specific materials or information measure and low on the circulating measures. Second, Coventry is limited in the view of the patrons for activities that encompass the use of space inside the library. Study, meeting friends, and reading magazines all demand sitting space.

Actual Use of Library: The circulation and/or book use orientation of the patrons continues when they respond to questions about their actual use of services while in the library. As Table 20 indicates, book-related activities are the most heavily mentioned while services connected with reference or other media are less mentioned. Forty percent of the patrons borrowed books from the library.

TABLE 20

Actual Use of Library Services

Type of Use	Percent Mentioning Item
Used reference books	19
Checked card catalog	27
Borrowed books or periodicals for use outside library	42
Borrowed films	2
Borrowed recordings	4
Received help or advice from a librarian	19
Consulted books or materials in the library	23
Had photocopies made	5
Took children to story hour	2
Attended program or meeting	2

Once again, a comparison of libraries shows interesting trends. No mention was made in five of the categories for a number of the libraries, so names are not applicable in these cases for the low end of the scale. Nonetheless, the data show again that Akron patrons are reference oriented and, in addition, has certain facilities and resources perhaps not available to the other libraries.

TABLE 21

Libraries with Highest and Lowest Percentage Responses to Actual Use Items

Use Cited	High Percent	Low Percent
Reference books	Chamberlain	Peninsula
Card catalog	Cuyahoga Falls	Peninsula
Borrow books	Northfield	Peninsula
Borrow films	Akron Main	---
Borrow recordings	Hudson	---
Get help or advice	Wooster	East Branch
Consulted books	Akron Main	Norton
Made photocopies	Akron Main	---
Took children to story hour	Bath	---
Attended program meeting	Peninsula	---

Satisfaction and Dissatisfaction

As one measure of the degree to which patrons' prior demands were transferred into satisfactory responses, the question was asked, "With regard to your trip to the library today, were you completely,

partially, or not satisfied?" On the whole, a large part of the patron population was completely satisfied. Seventy-six percent mentioned complete satisfaction, 20 percent partial satisfaction, and only 4 percent said they were not satisfied at all.

Of the people who were either partially or not satisfied, the following reasons were given for this dissatisfaction (Table 22).

TABLE 22

Reasons for Dissatisfaction Among Patrons

Reason for Dissatisfaction	Percent of those Dissatisfied Mentioning Item
The material wanted was owned by the library, but it was not available	27
The card catalog shows that the library does not own the material	16
The material in the library was on too elementary a level	4
The material in the library was on too advanced a level	2
The material in the library was out of date	4
The library does not have enough material of the kind needed	20

Thus, the main reasons for dissatisfaction appear to be the lack of availability of material either because it was in use or because the material was not in the library's collection.

For the most part, people generally said that they would come back to the library on another day and try to get the material at that time. Few apparently asked either to have the material reserved for their future use or asked that it be obtained through interlibrary loan. Relatively few patrons mentioned that future attempts would not be made because the material was needed immediately. The highest percentage was recorded at Richfield where 16 percent mentioned this condition.

Satisfaction with Parking: Satisfaction with parking facilities in the immediate vicinity is more of a local problem with local conditions than are the items mentioned above. Across the county 44 percent of the respondents said they were satisfied with the parking while 39 percent said they were not. The remainder had no opinion.

The lowest rate of satisfaction with parking was found among patrons of the Akron Main Library. Only 16 percent said they were satisfied with the facilities. Using 50 percent satisfaction as the dividing line, the following table illustrates the libraries with generally satisfactory parking and those with generally unsatisfactory parking:

TABLE 23

Satisfaction and Dissatisfaction with
Parking Facilities

Satisfactory Parking (Over 50% Satisfaction)	Unsatisfactory Parking (Less than 50% Satisfaction)
Stow	Akron Main
Peninsula	Cuyahoga Falls
Twinsburg	Hudson
Tallmadge	Barberton
Mogadore	Kenmore
Coventry	West Branch
Bath	Ellet
Norton	East Branch
Northfield	Ayres
Manchester	
Chamberlain	
Richfield	
Wooster	
North Branch	
Maple Valley	

Satisfaction with Library Facilities: An even larger percentage of the patrons were satisfied with the library's physical facilities. Ninty percent said they were satisfied, 6 percent said they were dissatisfied, and 4 percent ventured no opinion. The rates of satisfaction were uniformly high with only the patrons in Chamberlain and Kenmore registering satisfaction rates of less than 75 percent.

Satisfaction with Library Staff: Satisfaction with the library staff ran at about the same levels as satisfaction with facilities. Ninty-one percent of the people overall were satisfied with their contact with

library staff. In not one of the libraries was satisfaction less than 80 percent on this score.

General Summary: The Typical Library User

As one method of summarizing the data on the characteristics, opinions and attitudes of library patrons, the following profile of the typical library user for each of the libraries and branches has been prepared. This, we feel, is as understandable a device as there is for illustrating the general conclusions drawn from the questionnaire. However, the profiles should be read with caution for they are aggregate compilations of data that is essentially individual in nature. Obviously, there may not be such an animal as the typical library user in actual fact. Nevertheless, such information has its uses.

Typical Library User

1. Cuyahoga Falls Library:	Female, student, age 22-34, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with library facilities.
2. Twinsburg Library:	Female, student, age 22-34, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library once a week, went to borrow a book, and was completely satisfied with library facilities.

3. Hudson Library: Female, housewife, age 35-49, college education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library once a week, went to borrow a book, and was satisfied with all facilities except parking.

4. Akron Public Library: Male, student-professional, age 22-34, college education, lived less than 1 mile from library, travelled by car to library from 15-30 minutes, visits library 1-2 a month, went to get materials, and was satisfied with all facilities except parking.

5. Peninsula Library: Female, housewife, age 22-34, college education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library once a week, went to library to borrow a book, and was completely satisfied with library facilities.

6. Stow Library: Female, student, age 12-16, high school education, lived less than 1 mile from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with library facilities.

7. Barberton Library: Female, student, age 17-21, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library once a week, went to borrow a book, and was satisfied with all facilities except parking.

8. Ellet Branch (City): Female, student, age 12-16, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was satisfied with all facilities except parking.

9. Kenmore Branch (City):	Female, student, age 12-16, high school education, lived less than 1 mile from library, travelled by foot to library in less than 15 minutes, visits library once a week, went to borrow a book, and was completely satisfied with library facilities.
10. West Branch (City):	Female, student, age 17-21, college education, lived less than 1 mile from library, travelled by car to library in less than 15 minutes, visits library once a week, went to get materials, and was satisfied with all facilities except parking.
11. Wooster Branch (City):	Female, student, age 12-16, high school education, lived less than 1 mile from library, travelled by foot to library in less than 15 minutes, visits library once a week, went to get help and advice, and was completely satisfied with library facilities.
12. Maple Valley Branch (City):	Female, student-housewife, age 22-34, college education, lived less than 1 mile from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with library facilities.
13. North Branch (City)	Female, student, age 12-16, high school education, lived less than 1 mile from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with library facilities.
14. Chamberlain Branch (City):	Female, student, age 12-16, high school education, lived less than 1 mile from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with library facilities.

15. East Branch (City): Female, student-housewife, age 22-34, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was satisfied with all facilities except parking.

16. Ayres Branch (City): Female, student-housewife, age 35-49, college education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was satisfied with all facilities except parking.

17. Bath Branch (County): Female, housewife, age 35-49, college education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with all library facilities.

18. Coventry Branch (County): Female, housewife, age 35-49, high school education, lived 1-5 miles from library, travelled by car to library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with all library facilities.

19. Richfield Branch (County): Female, housewife, age 35-49, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library once a week, went to borrow book, and was completely satisfied with all library facilities.

20. Mogadore Branch (County): Female, student, age 17-21, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with all library facilities.

21. Manchester Branch (County):	Female, housewife, age 35-49, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with all library facilities.
22. Tallmadge Branch	Female, housewife, age 35-49, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with all library facilities.
23. Northfield Branch (County):	Female, housewife, age 35-49, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library once a week, went to borrow a book, and was completely satisfied with all library facilities.
24. Norton Branch (County):	Female, housewife, age 35-49, high school education, lived 1-5 miles from library, travelled by car to library in less than 15 minutes, visits library 1-2 a month, went to borrow a book, and was completely satisfied with all library facilities.

Associations Between Two or More Variables

As one method of analysis of what has been primarily descriptive data on library users and their opinions to this point, the technique of correlation analysis was performed on the responses to the questions. In effect, the technique allows us to investigate the relationship between two different answers (e.g., differences in age versus satisfaction with library facilities) and to make an assessment of the strength of that relationship.

In this section some of the more important findings from this analysis will be discussed. Factor scores are given for validation purposes rather than clarity of presentation.

One of the first questions the staff wanted answered was whether or not there were differences by age group in the frequency of library use. Two findings in this respect might be of interest to future library planning. First, the 12-21 age group visits the library less than once a month (.907 factor score) while, second, the 22-34 age group tends to visit the library about once a week (.916 factor score). An explanation of this could be that the younger age group visits the library for cyclical school assignments rather than for steady diets of reading materials as apparently does the 22-34 age group.

This finding is further reinforced when the data are examined on the frequency of use of the library and the occupational level of the patron. Generally those who are students tend to visit the library less than once a month (.957 factor score), while those who are housewives visit the library once a week (.917 factor score).

Certain elements of education and frequency of use are also related. It was found that those patrons who had a high school education (including some high school education though perhaps not a degree) tended to visit the library once a week (.939 factor score) while those who had a college education of some sort visited the library less than once a month (.900 factor score).

About one-third of the respondents used a library other than that closest to their home. The use made by these people of the library visited indicated that the major reason for the trip to Akron Main or Barberton was to obtain information on a specific subject while East, on the other hand, is low in that use but high in use for reading magazines and newspapers, browsing and general reading. Of course, the experience at East can be assumed to relate to the proximity of that branch to a large number of working people in the Akron industrial complex.

Among those libraries having an above average percentage of persons visiting the library to attend a program or meeting the nearest library was bypassed in an above average number of cases to reach Twinsburg, Peninsula, West, Wooster, and Tallmadge.

Finally, one other element of interest was positively associated with frequency of use--i.e., mode of transportation. It was found that there was some difference between modes used and the respective frequency. Generally those users who walked to the library used the library more frequently (.934 factor score) than those users who drove (.704 factor score). It remains to be seen if parking facilities have an effect on this finding.

The second major question we asked concerned the use made of the library and whether or not it varied in different respects. It was found that there was a significant difference between frequency of visits and the use made of the library. For the most part, those who borrowed books

visited the library once a week (.949 factor score) while those who consulted books visited the library less than once a month (.932 factor score). This again tends to confirm earlier findings on age and occupational level given above.

Differences were also noticed when educational level and occupational level were compared to the use made of the library. Generally, those who had a high school education chose to borrow books (.958 factor score) while those who had a college education tended to consult books (.945 factor score). Lending additional evidence to this observation is the finding that students generally tended to consult books (.935 factor score) while housewives tended to borrow books (.948 factor score).

In terms of satisfaction and use made of the library, the findings indicate that those who borrow books were generally completely satisfied (.979 factor score) while those who consulted books were only partially satisfied (.959 factor score). This would tend to confirm other findings that indicate that those with more specific demands are less able to get satisfactory service than those with general demands for recreational literature.

Finally, correlations were computed on educational level, occupational level, and distance from home against reasons why people visited the library. Generally speaking, those who had a high school education of some sort went to the library to browse (.952 factor score), while those

with a college education went to the library mainly to get and return materials (.960 factor score). Those listed as students went to the library to browse and do general reading (.952 factor score), while housewives went to the library mainly to get and return materials (.965 factor score). Distance and reasons for visiting the library appear not to be related. Those users who travelled less than one mile to the library went to return materials (.742 factor score), while those who travelled 1 to 5 miles went to get materials (.889 factor score).

CHAPTER V

RELATIONSHIPS BETWEEN PHYSICAL FACILITIES AND LIBRARY USERS

In order to evaluate the adequacy of the library facilities in Summit County, it is necessary to arrive at some determination of the area served by each physical facility. By deriving an approximation of the area served, it is possible to learn something about the number of people for which each library is expected to provide service. One standard for arriving at a library service area is to compute population residing within fifteen minutes travel time of a library in densely populated urban areas and thirty minutes in rural areas.[1] However, it is quite clear that such a standard has very limited relevance to an urban area such as Akron where major thoroughfares and freeways allow people to travel considerable distances in fifteen minutes. The survey staff chose to utilize the user questionnaires as a means of approximating service areas for each library facility as they are represented in actual usage. The objective of outlining the service areas of each library is primarily to graphically describe both intensity and sparsity in degrees of library use. Also, with this data each library building can be studied in relation to its location within its service area along with possible overlapping with neighboring libraries.

1. Standards for the Public Libraries of Ohio, Ohio Library Association, Columbus, Ohio, 1970.

Since time and funds made impossible the plotting of each address of every registered library patron, a sampling was taken. In the user questionnaire, the patron was asked to indicate on a map the location of his residence as closely as possible. The responses were then plotted producing dot patterns as shown in Figures 5 through 28. It was found that when about 20% of the most remote dots from the library building were eliminated from the pattern, a definable service area could be delineated. The actual land area in square miles was then measured according to the pattern described by the 80% of the dots closest to each library building. (It should be noted that Akron Main and the Akron-Norton branch were not measured in the above fashion due to their high and low extremes respectively in the number of user responses. Also, those libraries in the Cuyahoga Falls proximity were influenced by the fact that the library in Cuyahoga Falls was closed during the user survey of all other libraries.)

Figure 29 indicates the service areas delineated on the basis of the 80% dot pattern.

The usually shaped service areas observed can be explained by a number of factors. Initially, some of the patrons responding to the users' survey upon which the service areas were based were visiting libraries close to places of employment as opposed to libraries visited on trips originating from their residence. Consequently, even some of the dots within the 80% dot pattern can be assumed to represent people visiting libraries near their place of work.

Secondly, many of the areas that are not included within the library service area can be readily explained due to the fact that there are large vacant areas in many parts of the county where no patrons would reside. Therefore, such areas would be excluded from the service areas as determined by the method explained above. Finally, the responses to the user survey indicate that some bypass the closest library in order to reach a library which has specific material in which they are interested. As might be expected, there is some overlap among the service areas of various library branches. To some extent, this is desirable since it signifies that there is a choice for many people as to which library they should visit, there being more than one that is reasonably convenient to their residence. Carried to an extreme, however, it may represent an overabundance of library facilities concentrated in too small an area. The greatest overlap observable on the service areas map is between the West Hill Branch and the Ayres Branch in West Akron. However, testimony to the fact that these branches are not wasted in their present locations is the fact that the Ayres Branch and the West Hill Branch rate first and second, respectively, in circulation among all the Akron branches, both city and county.

More significant than the overlap is a consideration of those areas that do not fall within one of the delineated service areas on Figure 29. Although these so-called unserved areas at this time may not have the population that might demand more library service, many of these areas are projected to develop to the extent that additional library service will be needed. A reexamination of

Figure 2 indicates the extent of probable urban service areas around the City of Akron and in the north end of Summit County. Based on these projections of urban service areas, an examination of the existing system of libraries, and consideration of service criteria for libraries, the probable need for new branch locations will be discussed later in this report.

SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

AKRON MAIN

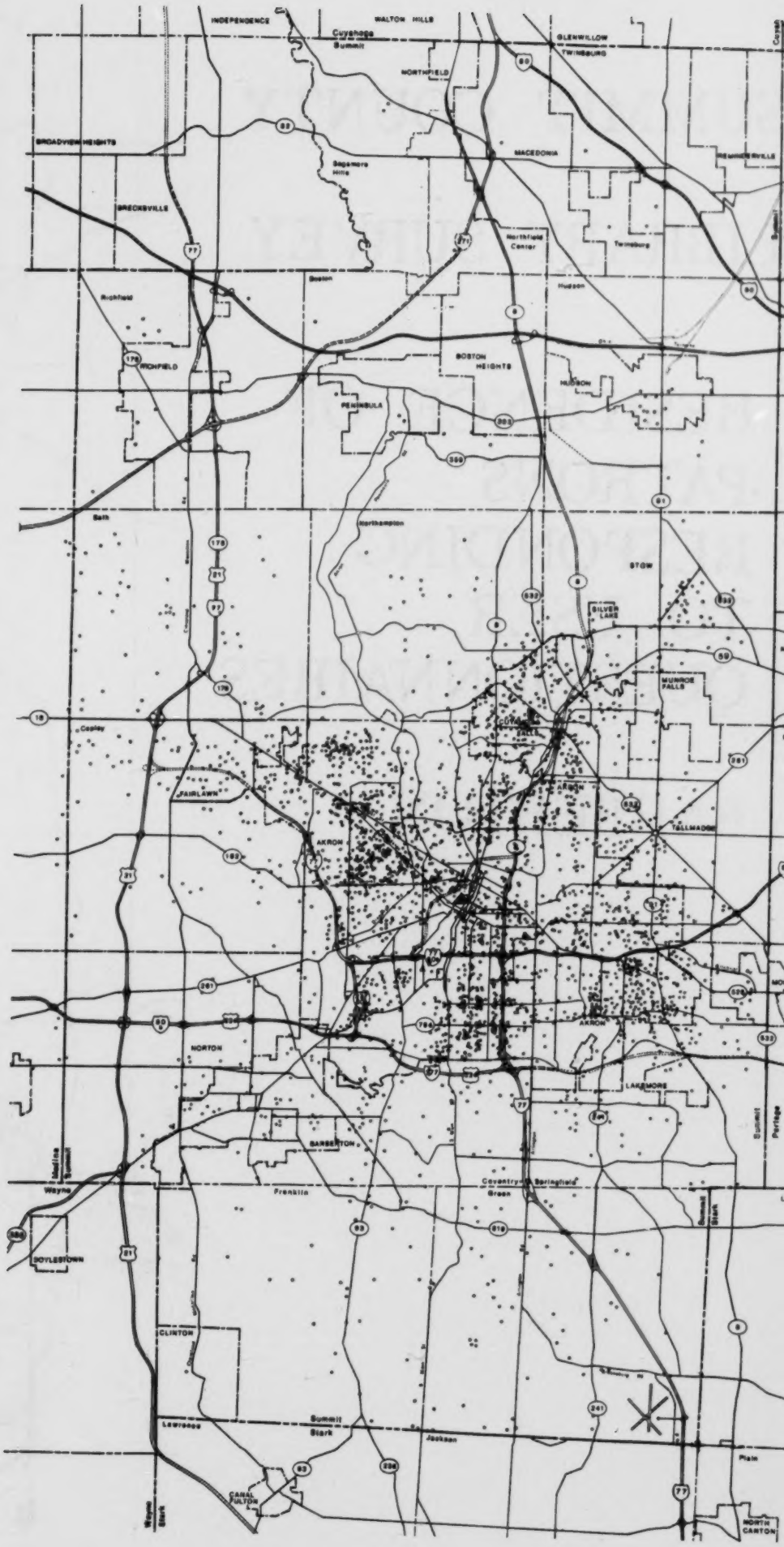


Figure 5

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LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

BARBERTON

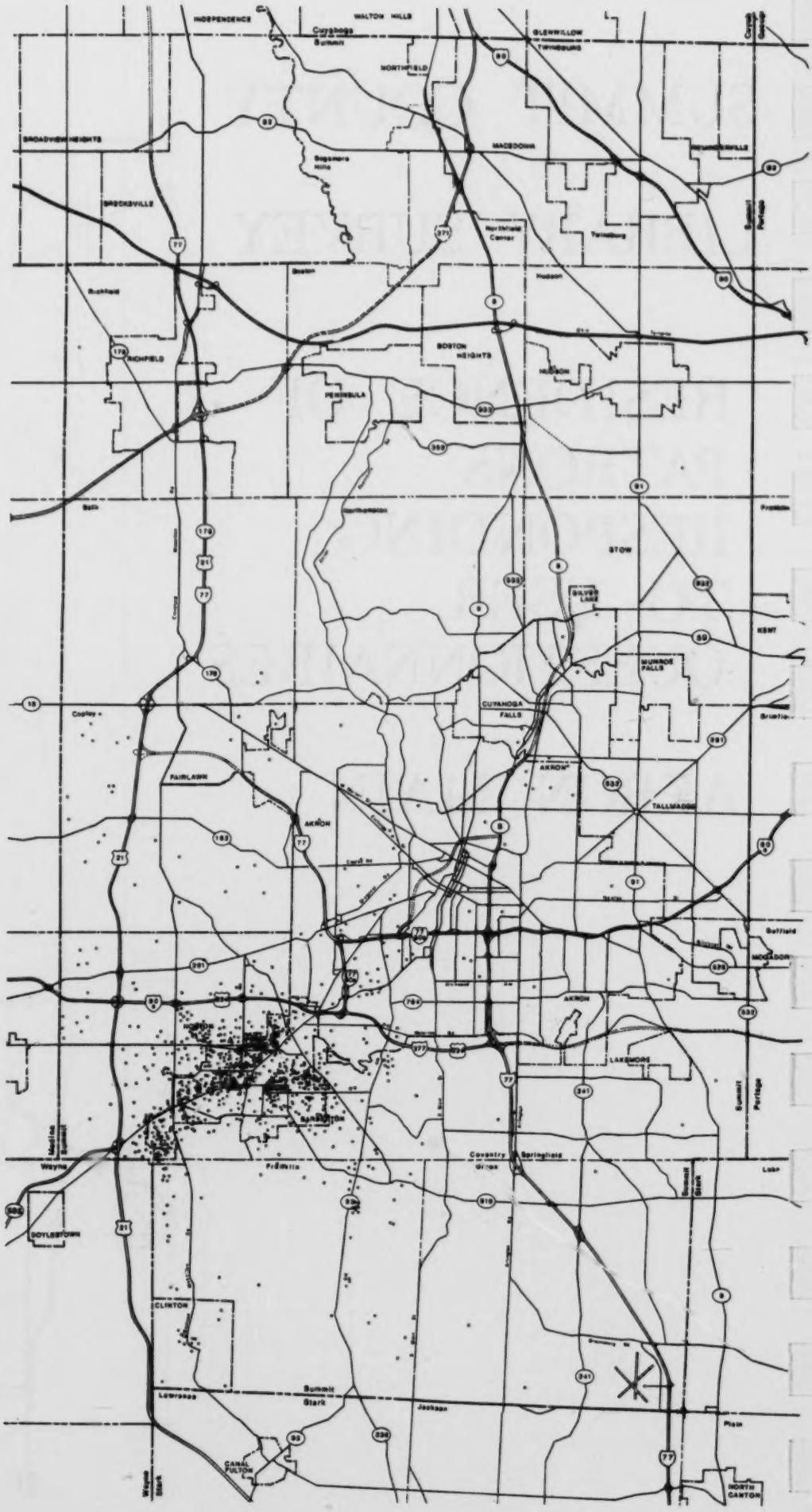

Figure 6

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RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

CUYAHOGA FALLS

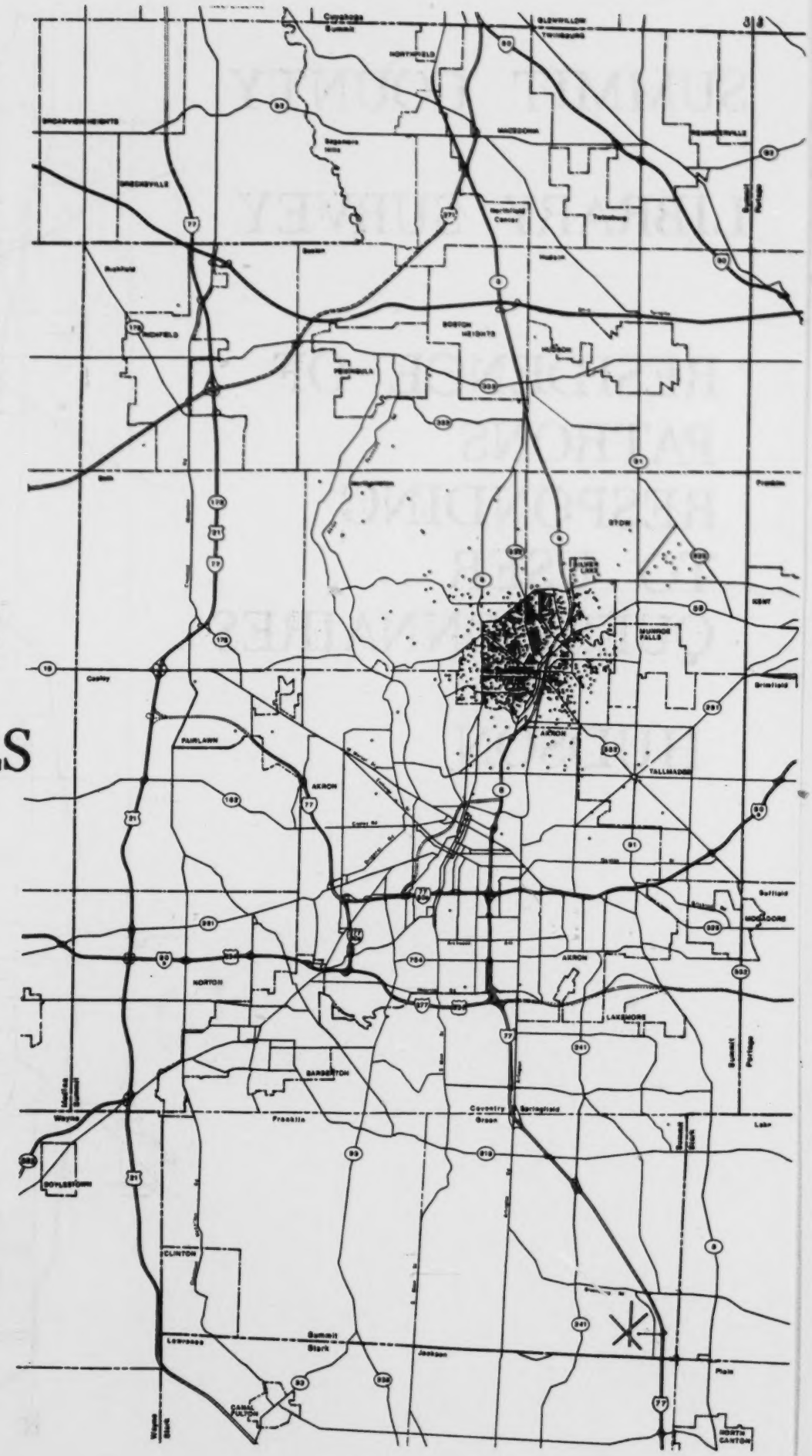

Figure 7

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RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

HUDSON

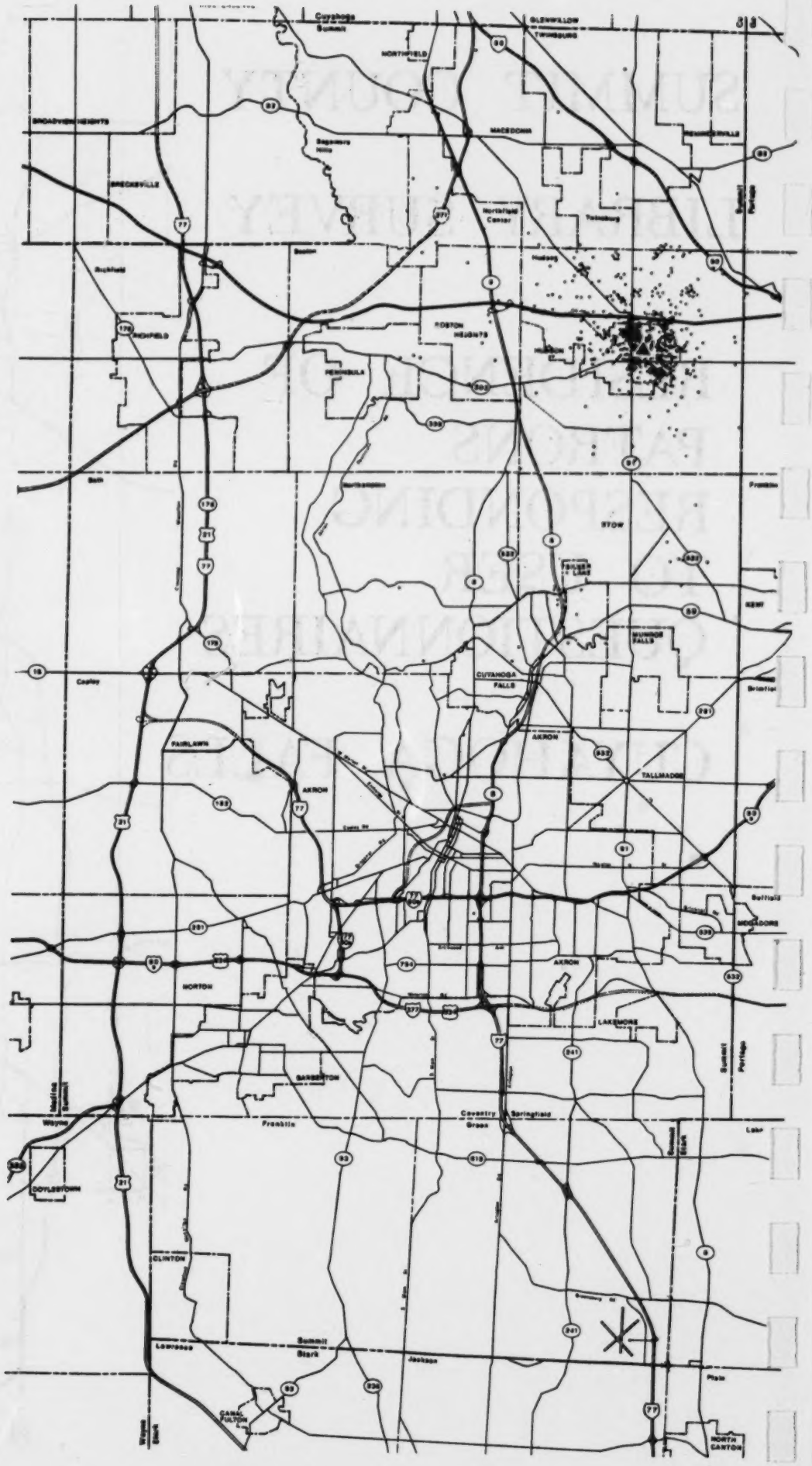

Figure 8

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RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

PENINSULA

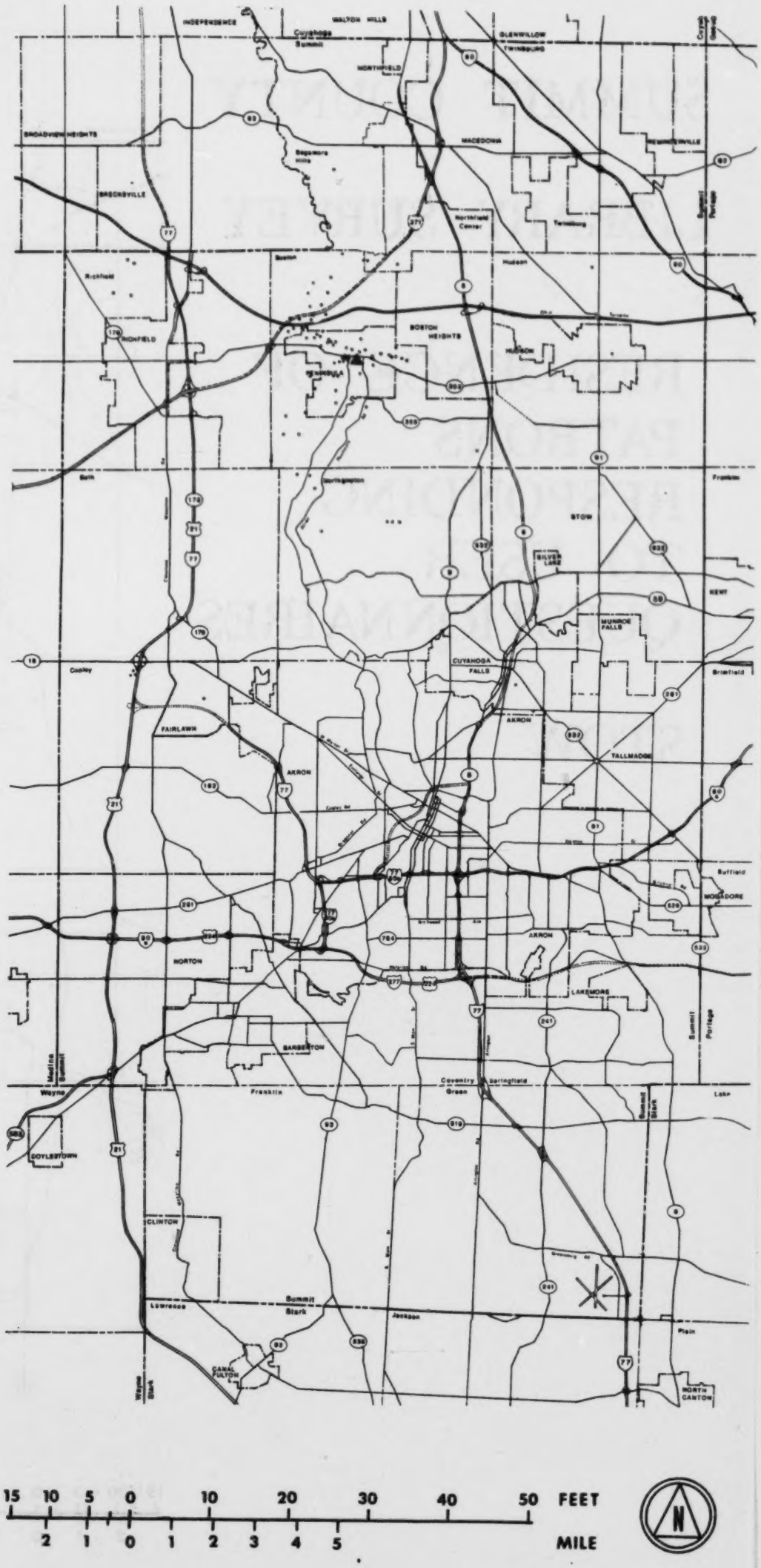

Figure 9

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STOW

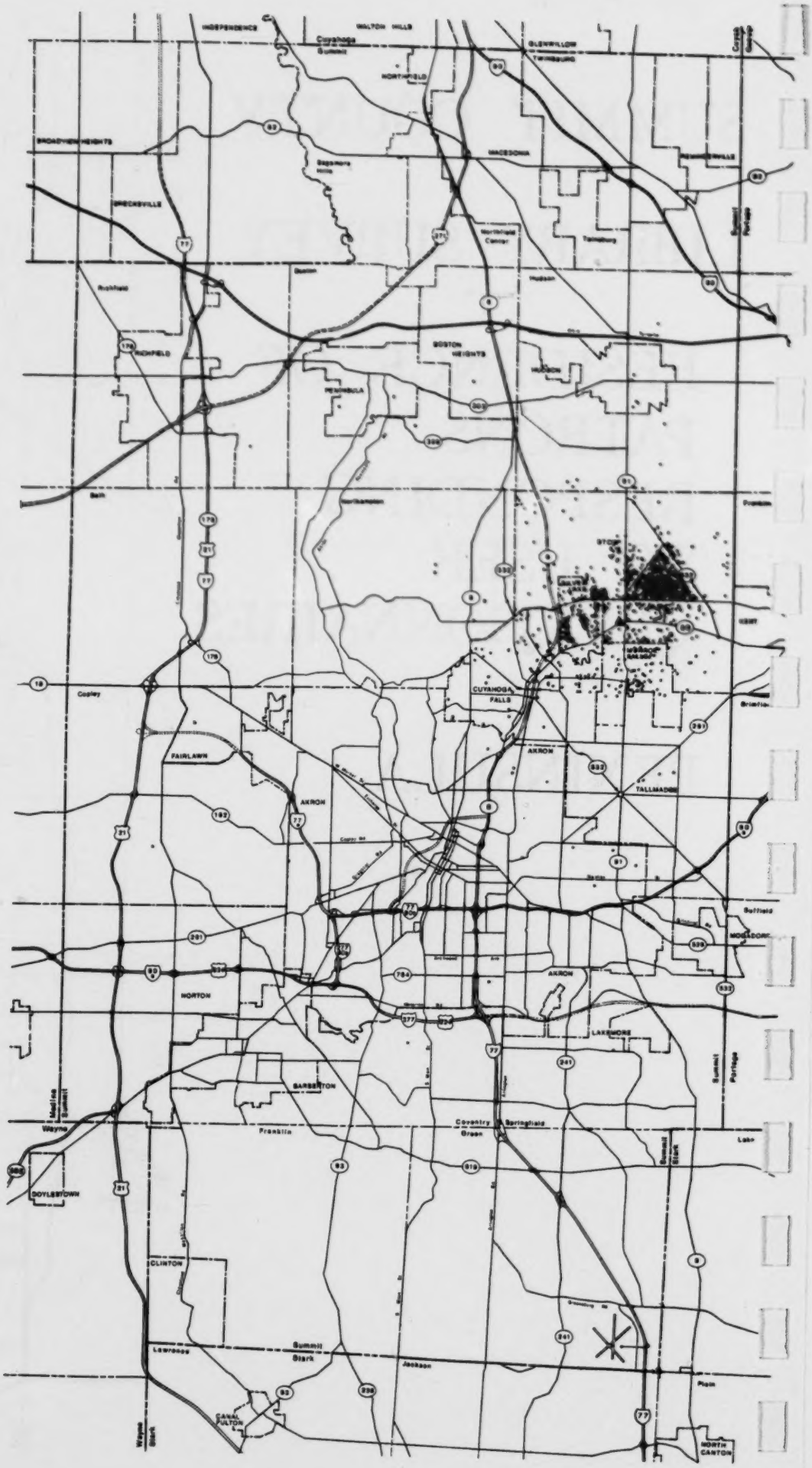

Figure 10

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LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

TWINSBURG

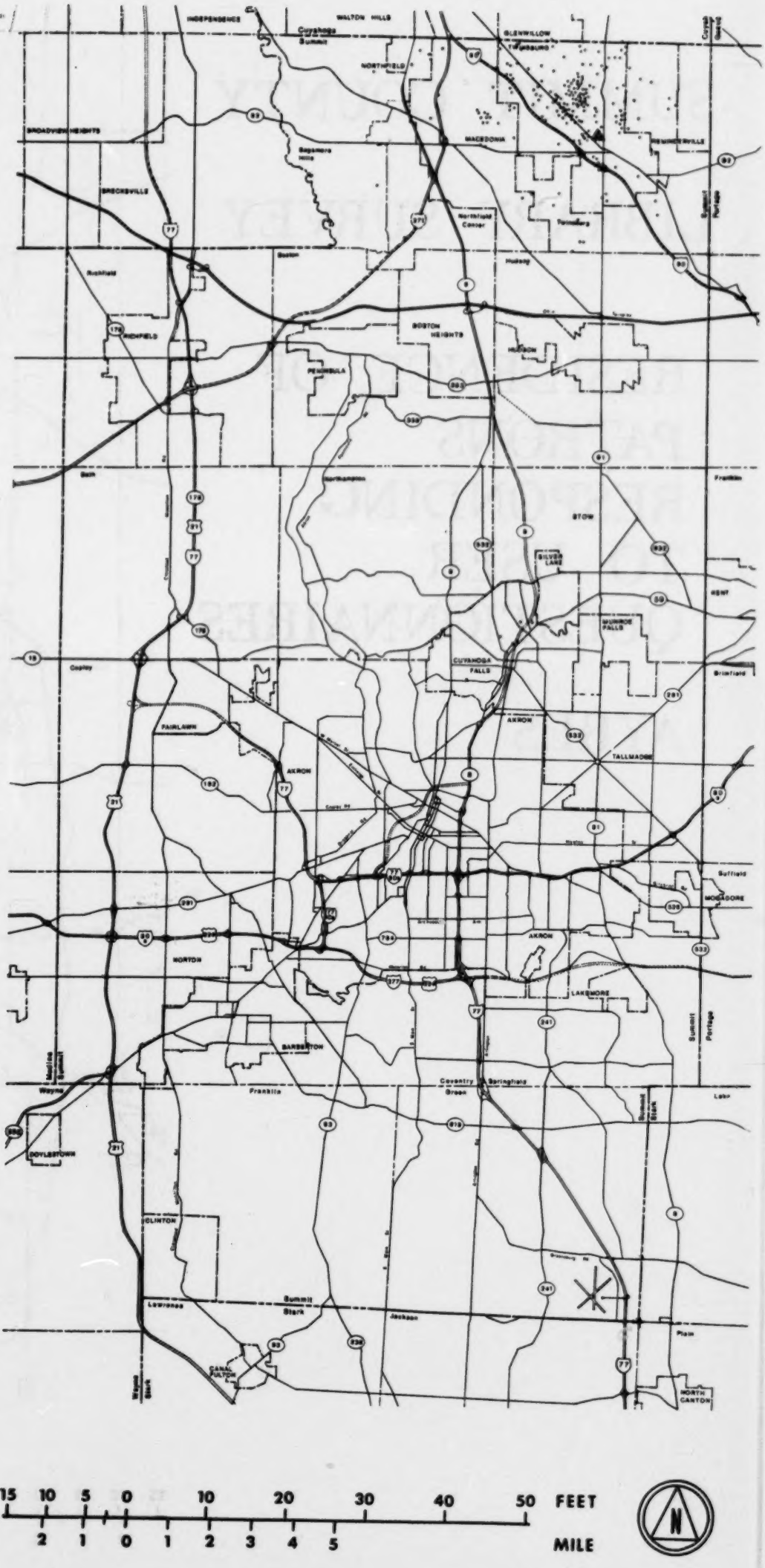

Figure 11

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RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

AYRES

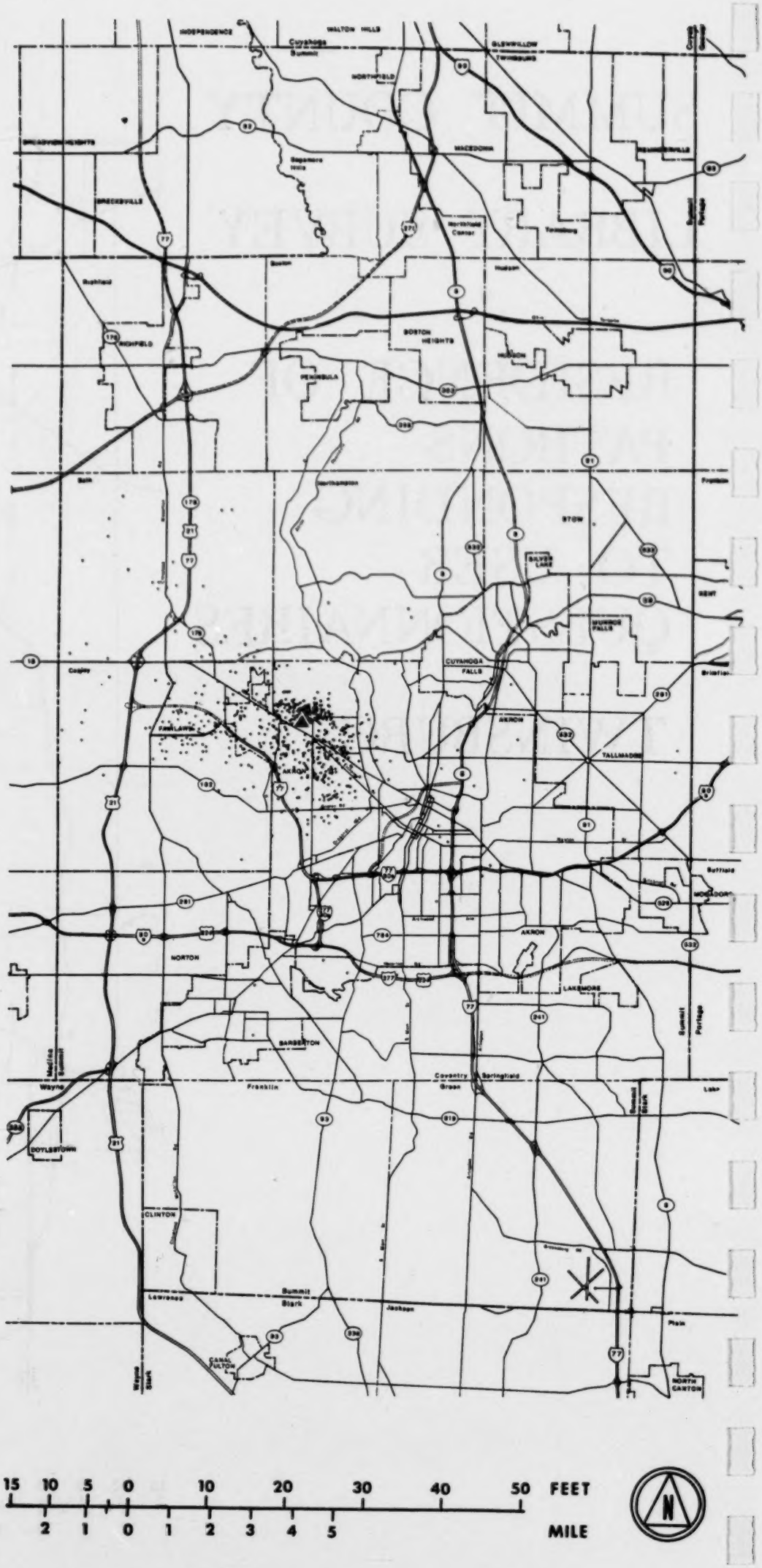

Figure 12

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BATH

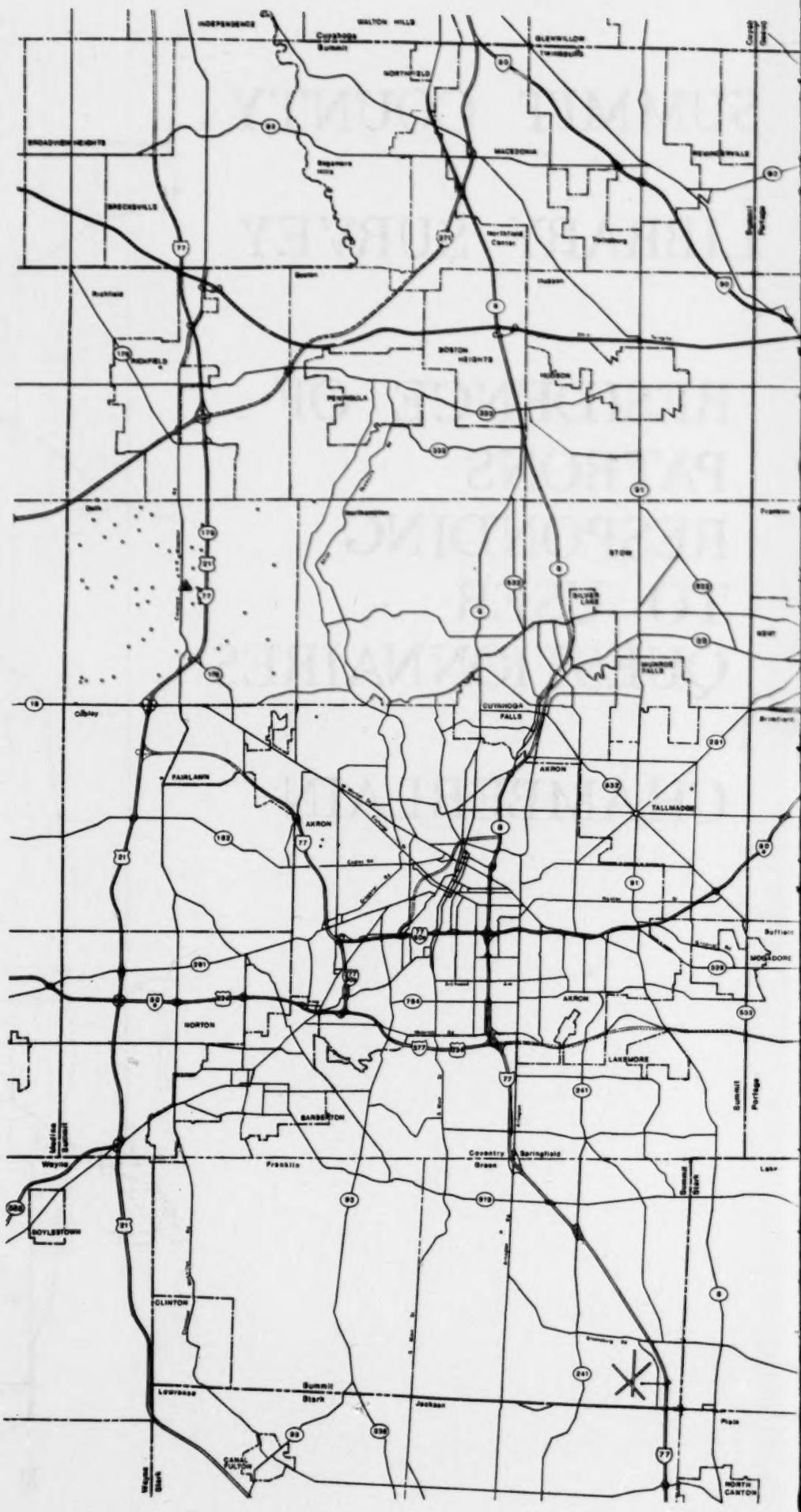

Figure 13

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CHAMBERLAIN

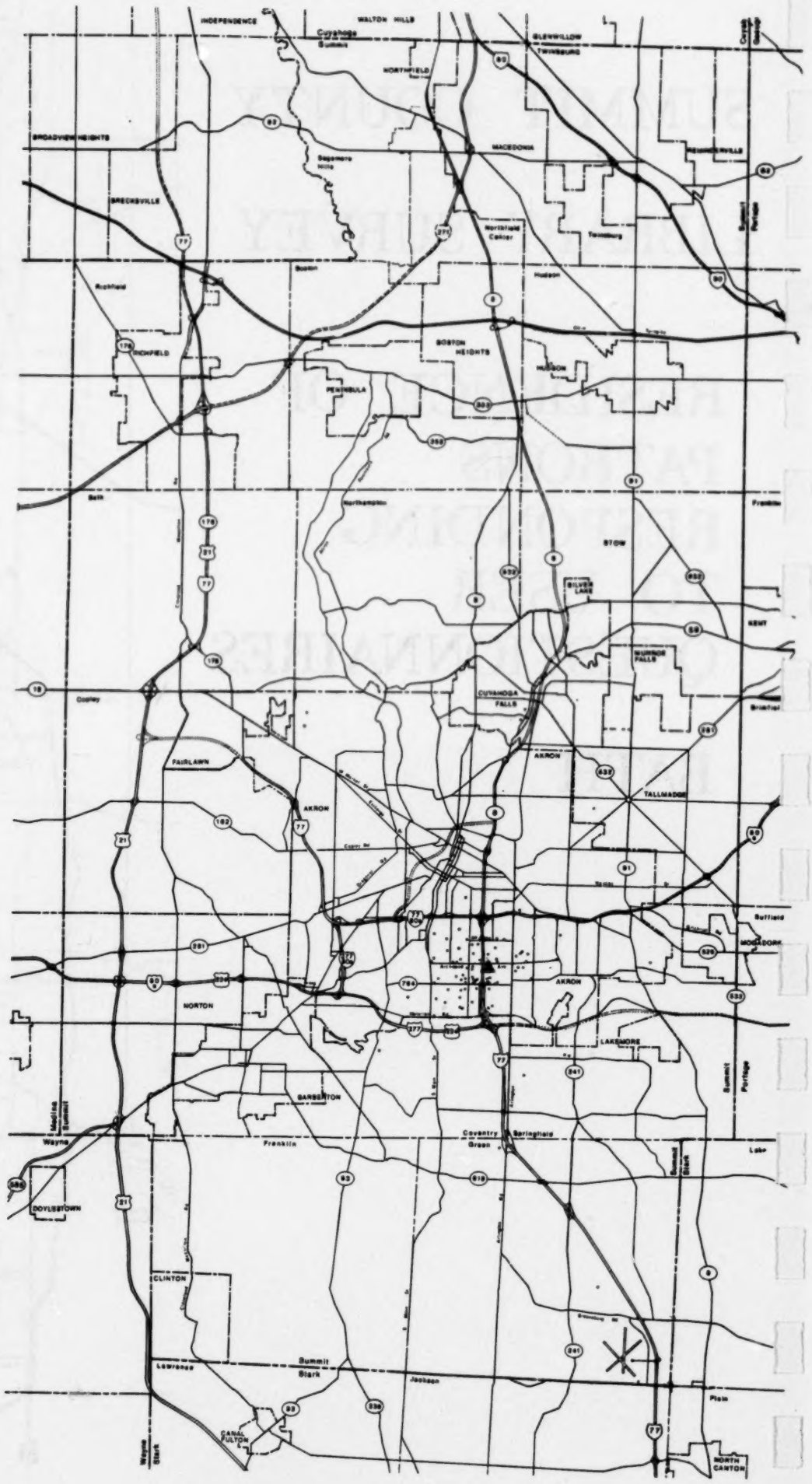

Figure 14

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RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

COVENTRY

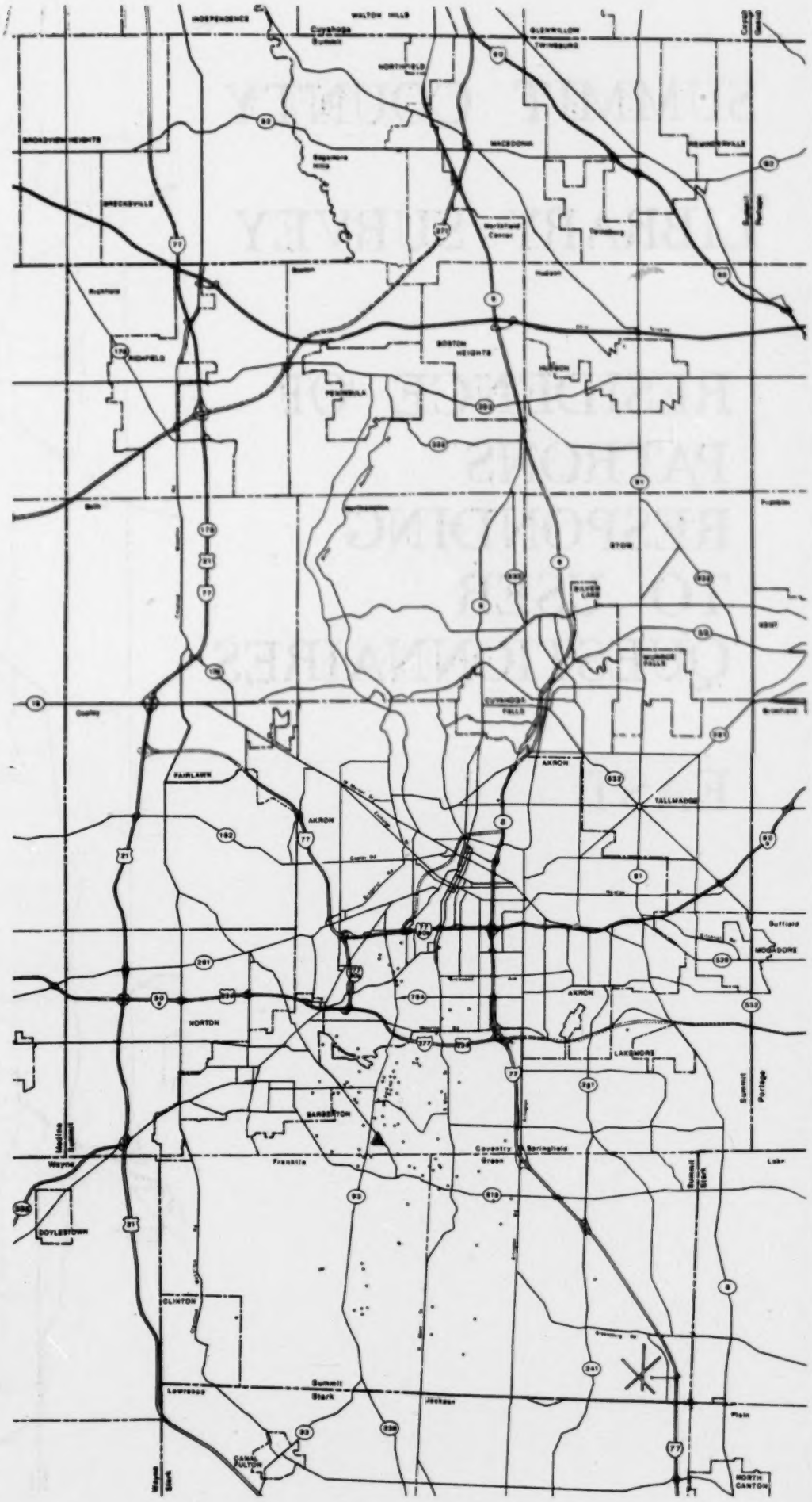

Figure 15

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EAST

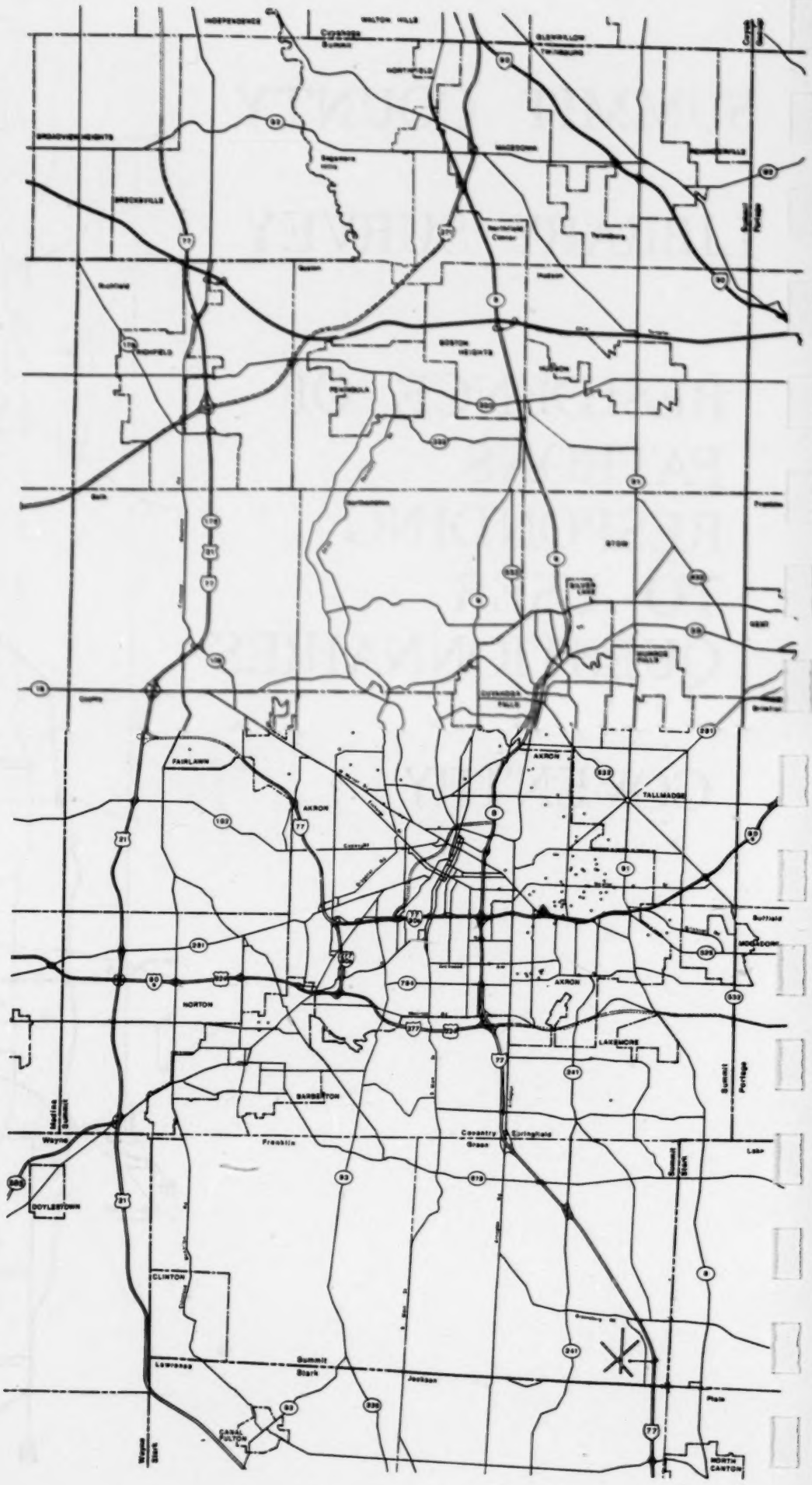

Figure 16

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LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

ELLET

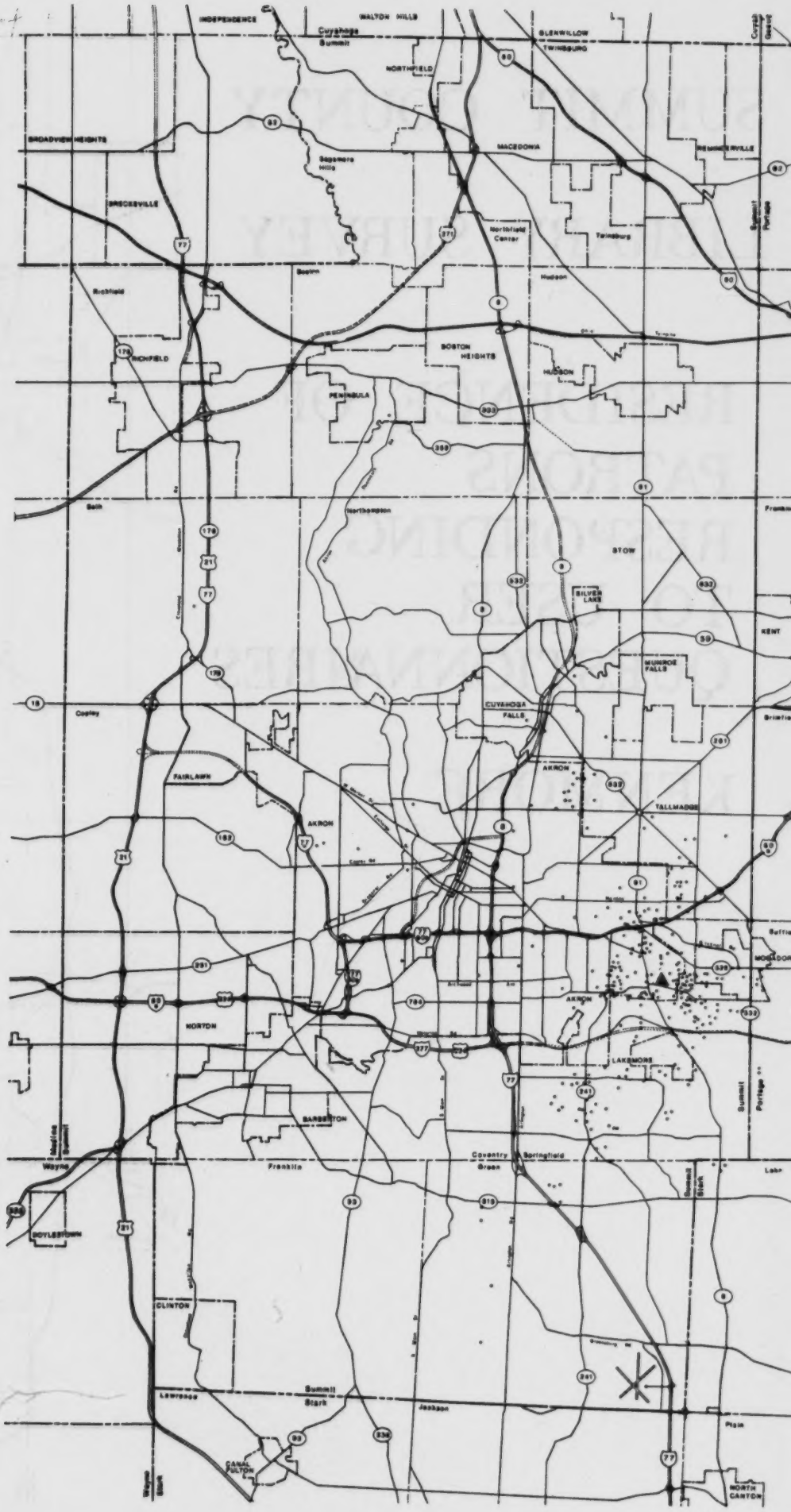

Figure 17

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LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

KENMORE

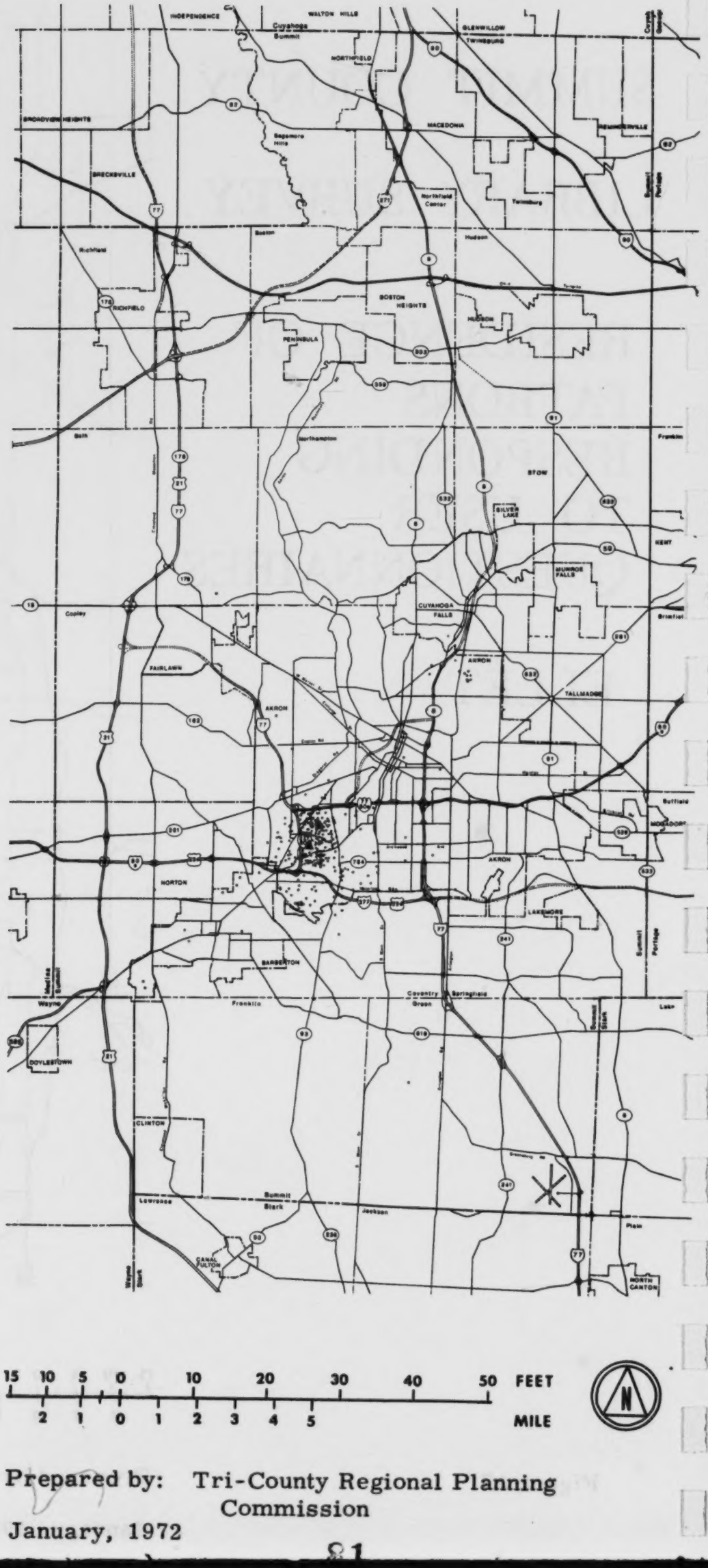

Figure 18

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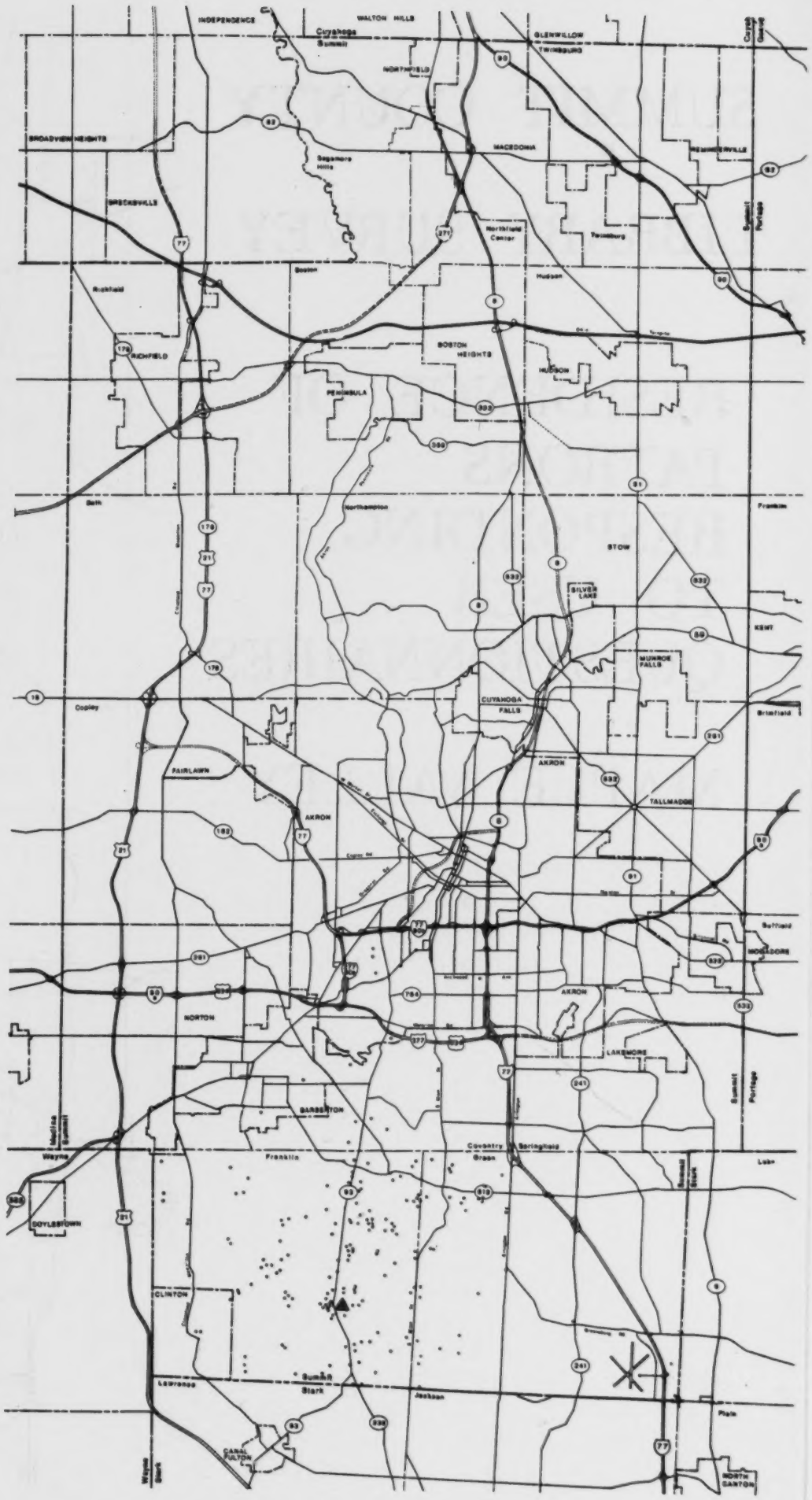
RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

MANCHESTER



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RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

MAPLE VALLEY

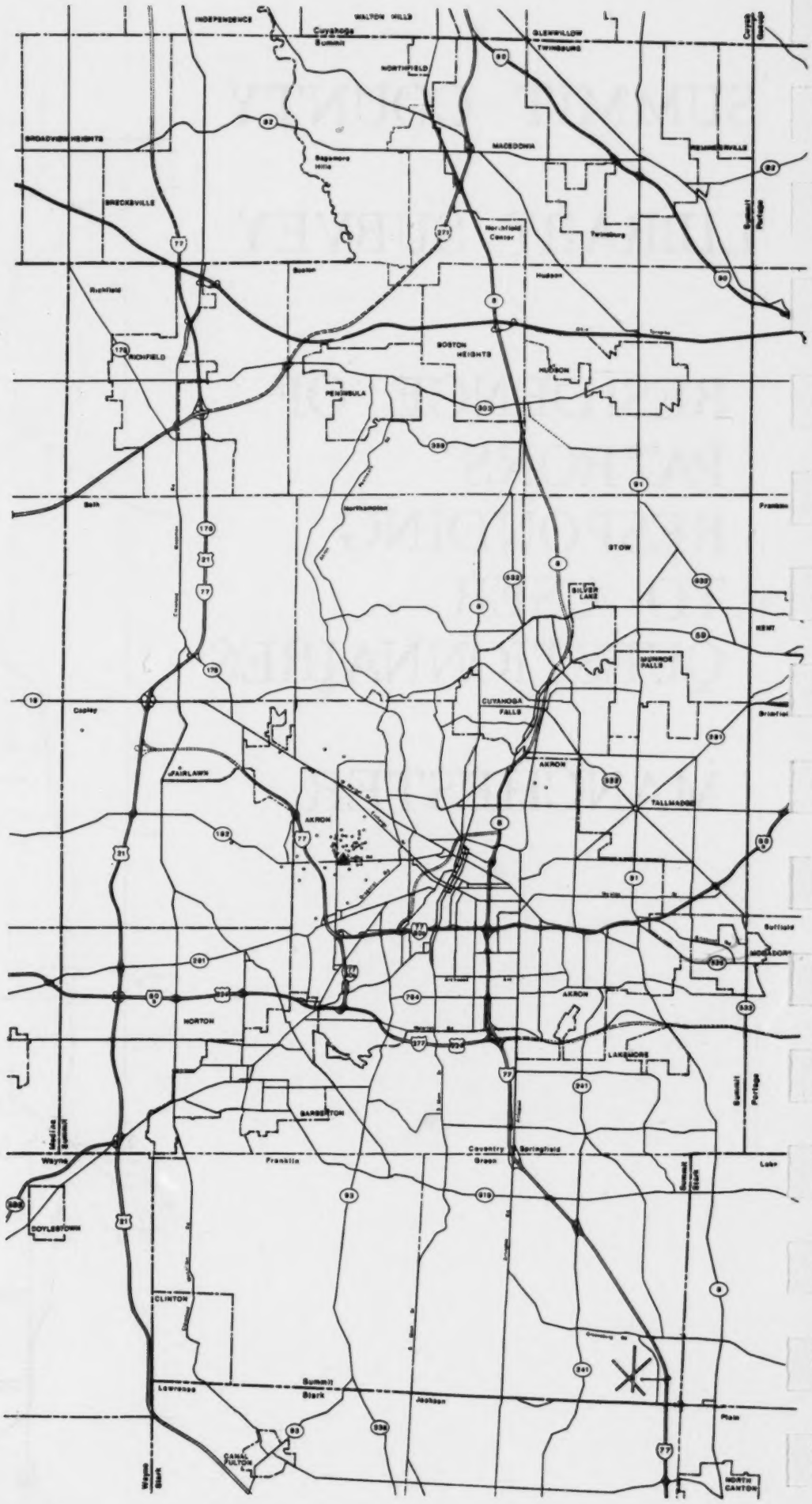

Figure 20

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LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

MOGADORE

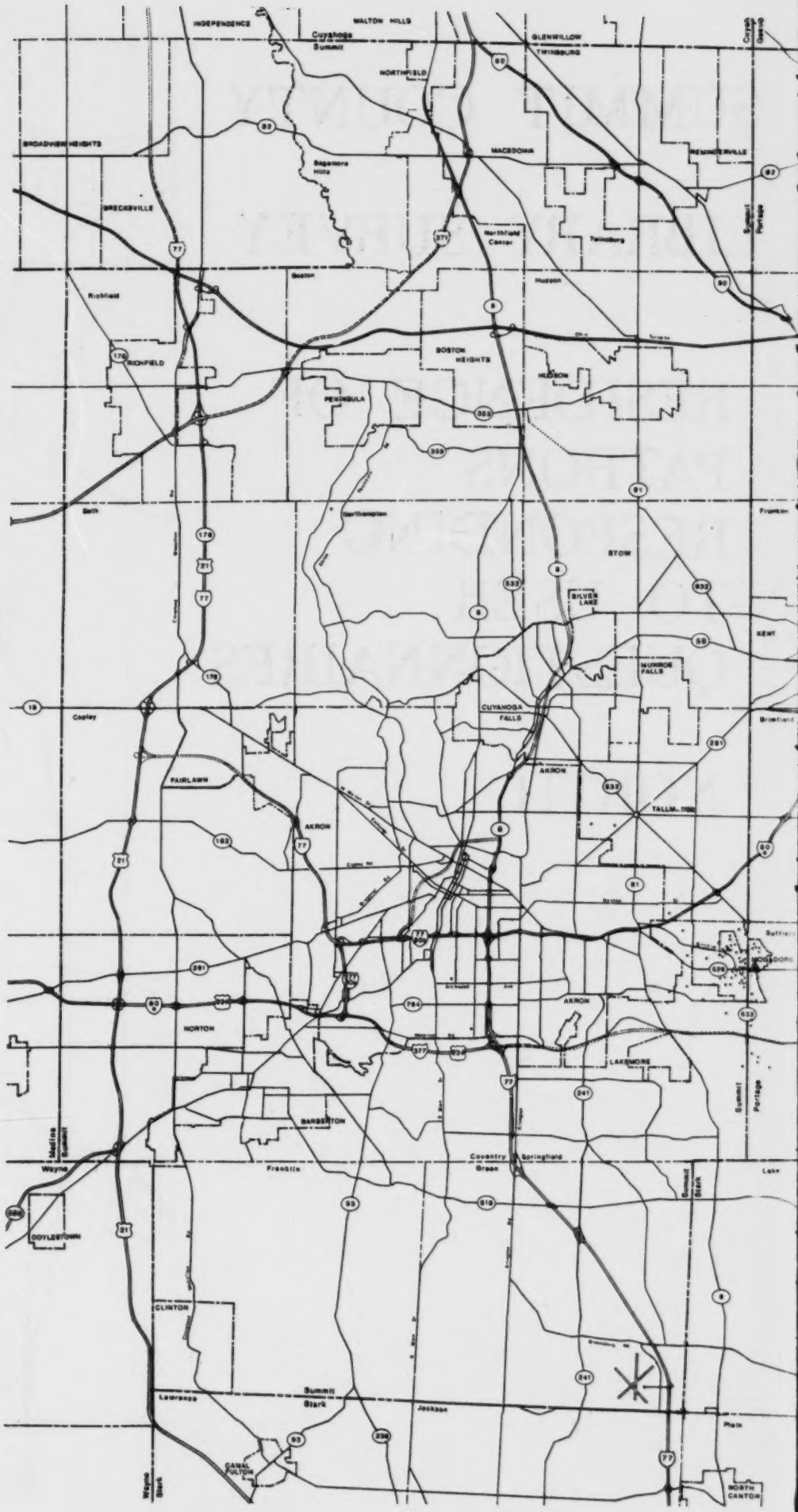

Figure 21

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SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

NORTH

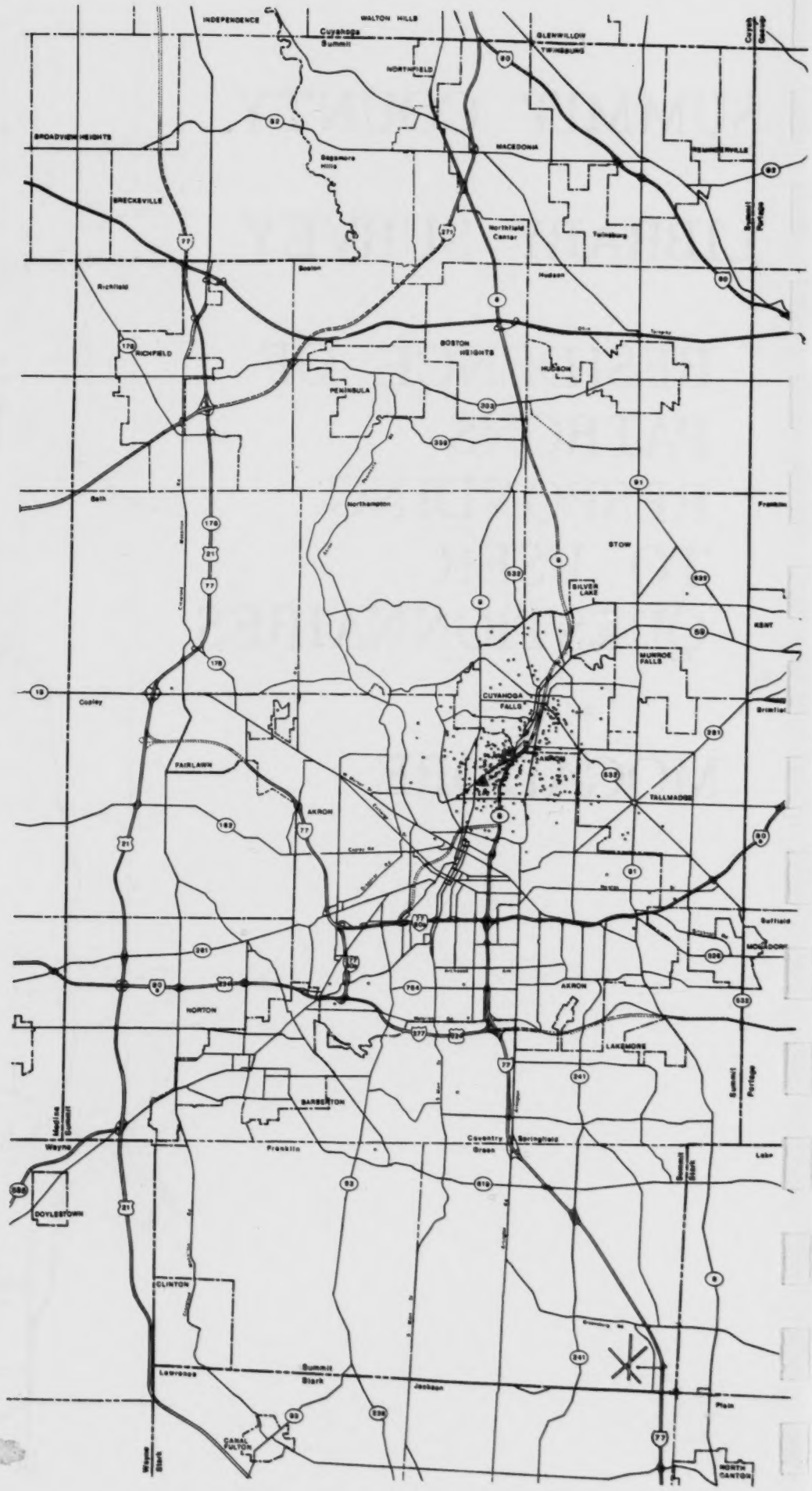

Figure 22

Prepared by: Tri-County Regional Planning Commission

January, 1972

SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

NORTHFIELD

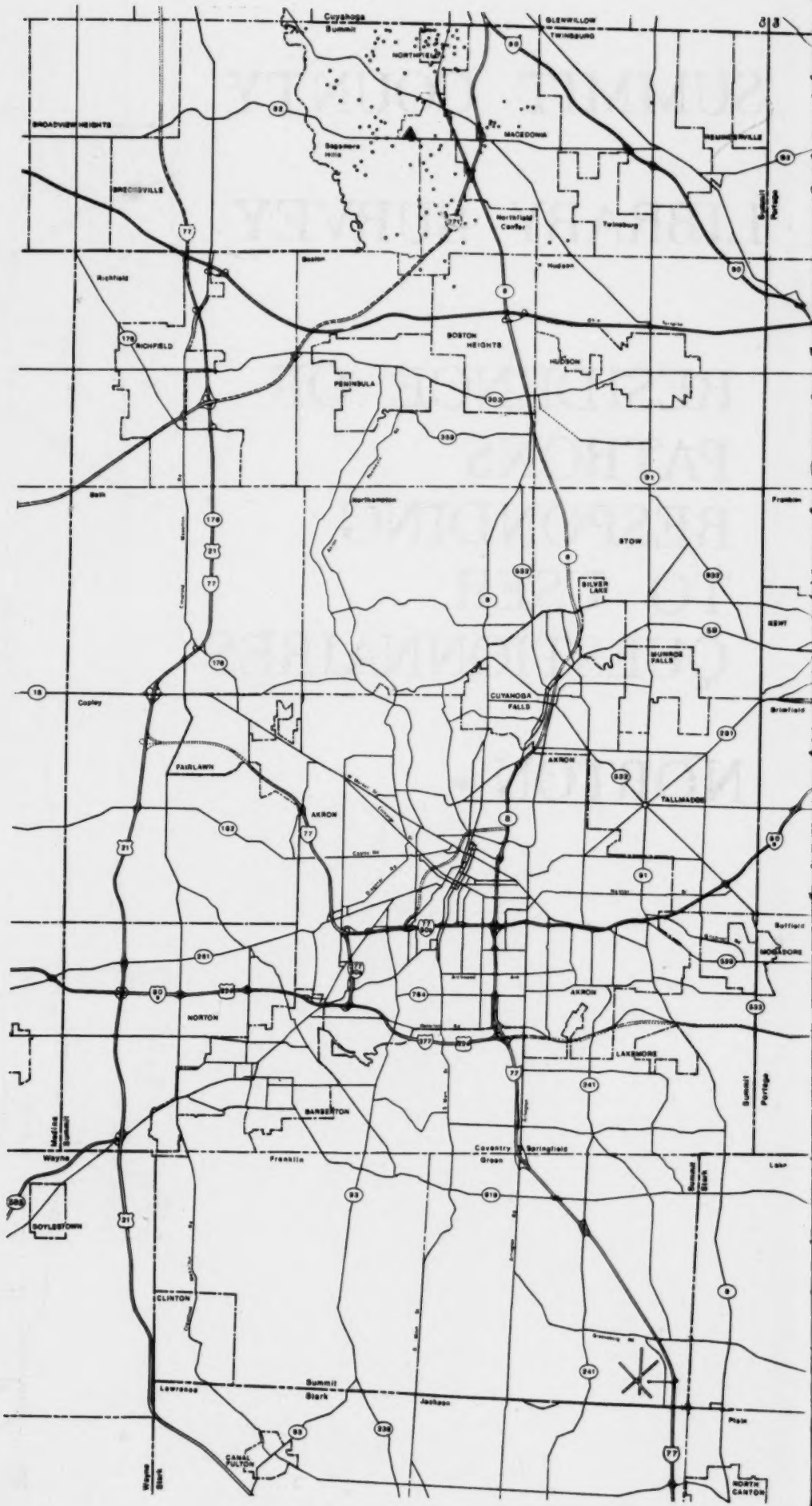

Figure 23

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January, 1972

SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

NORTON

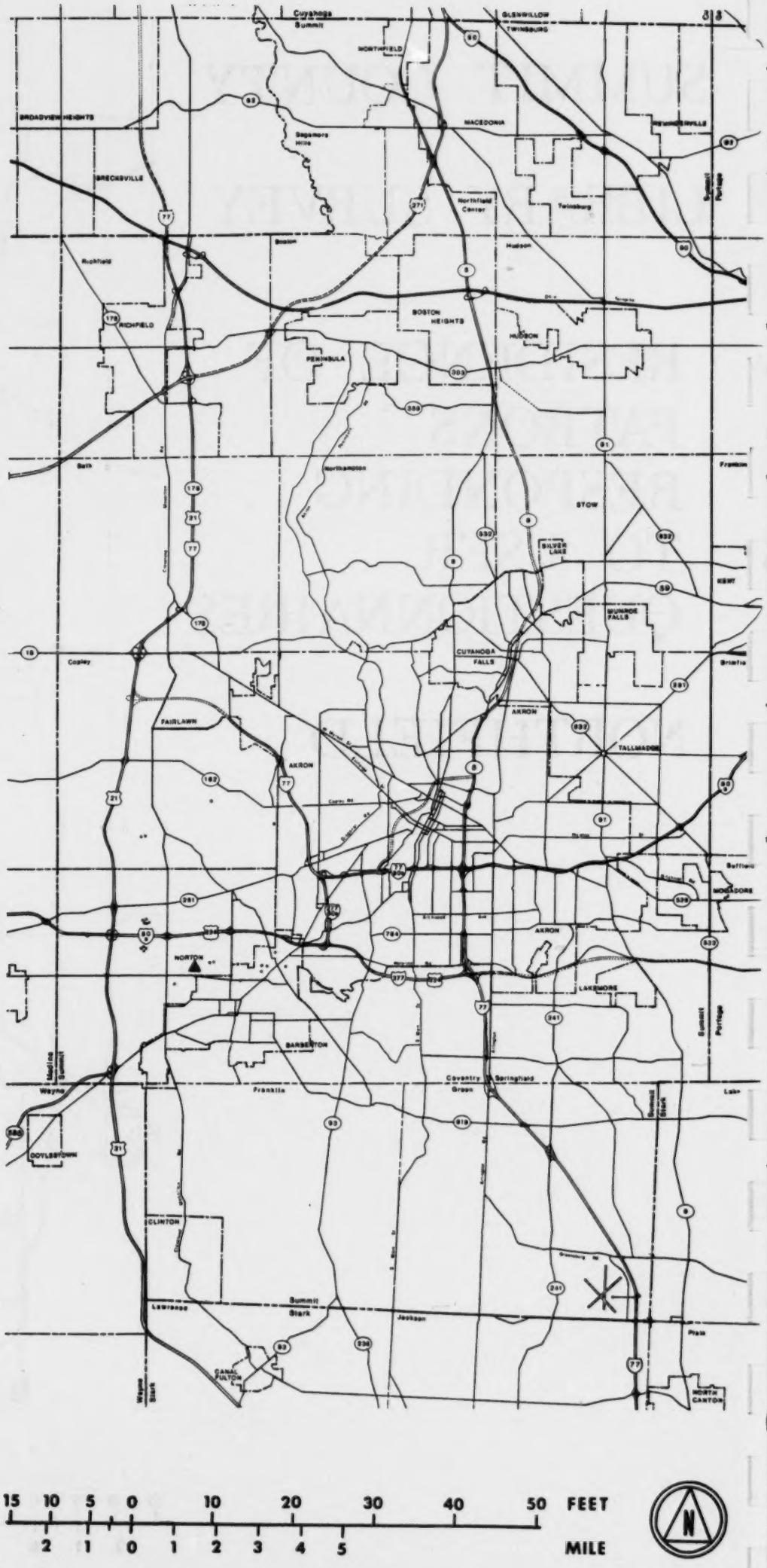

Figure 24

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SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

TALLMADGE

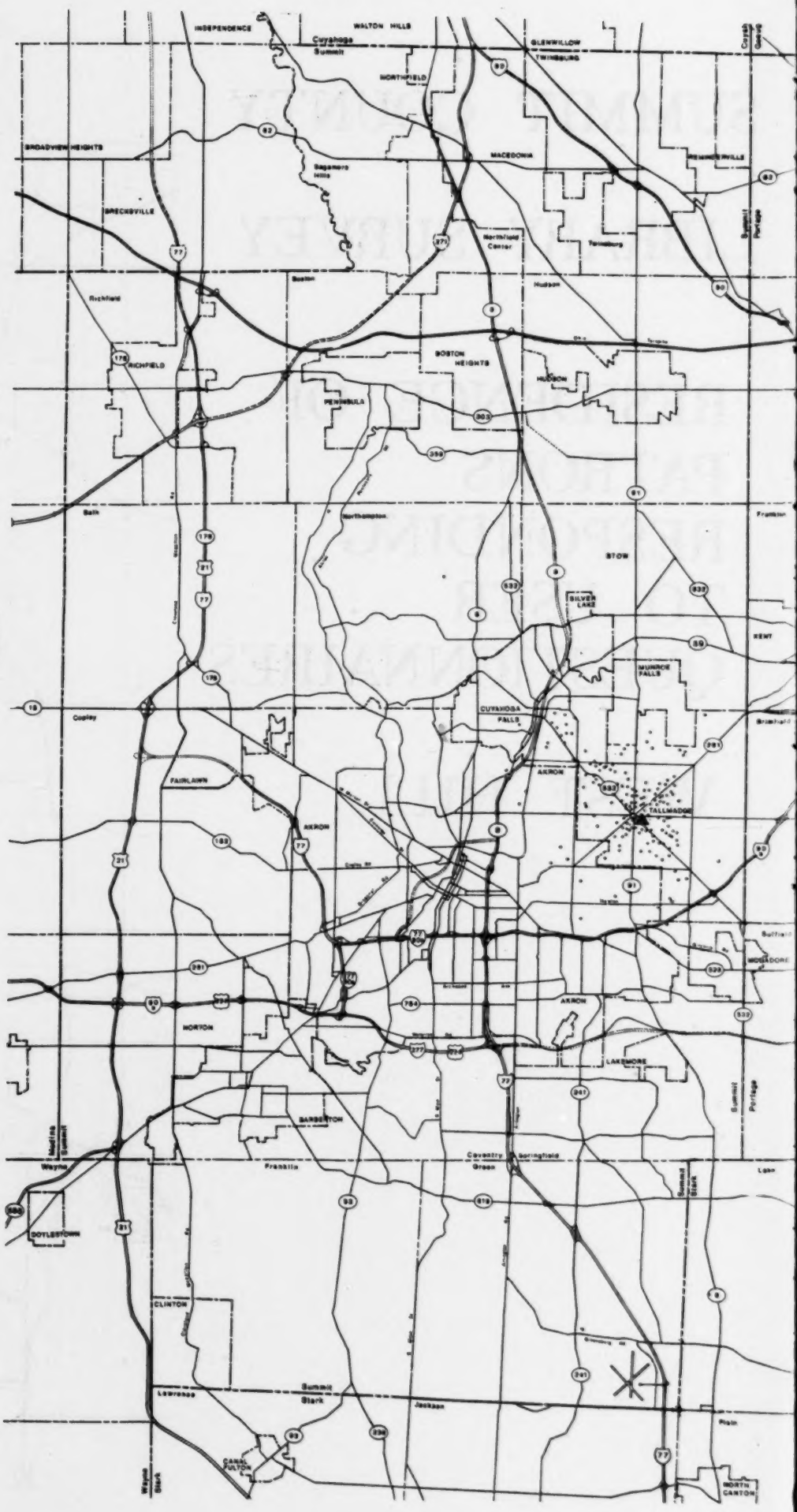

Figure 25

Prepared by: Tri-County Regional Planning Commission

January, 1972

SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

WEST HILL

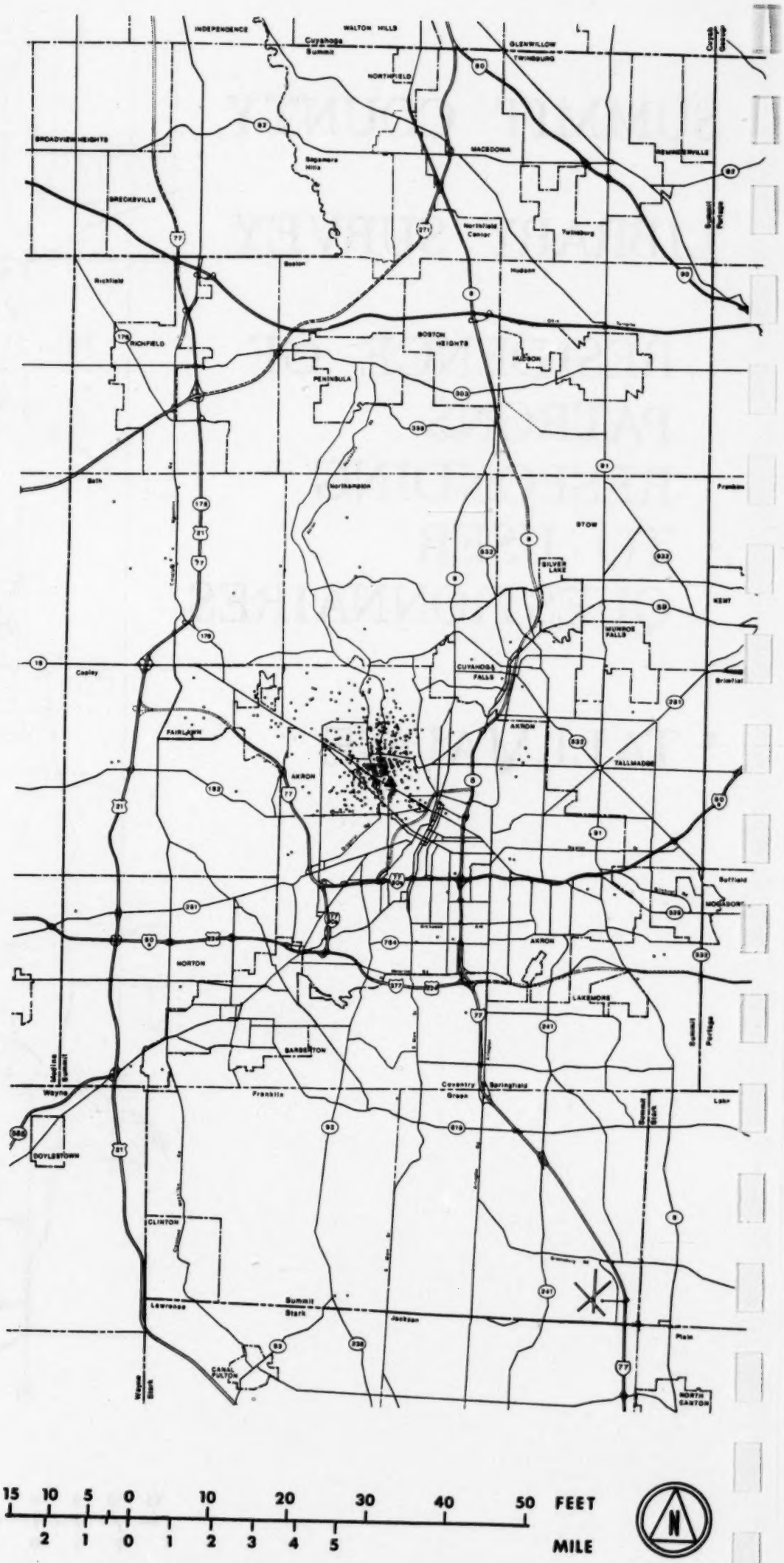

Figure 26

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January, 1972

SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

WEST RICHFIELD

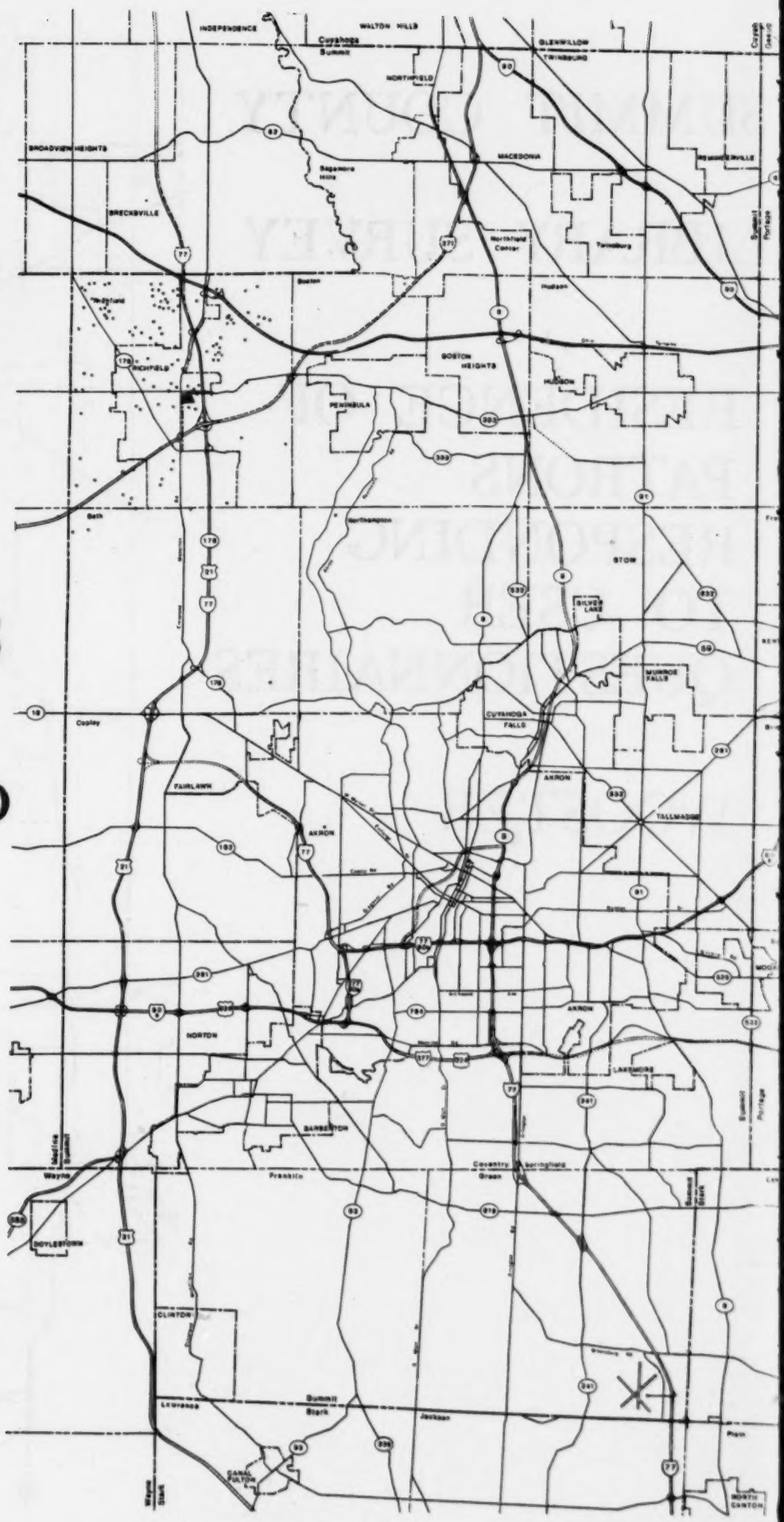

Figure 27

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January, 1972

SUMMIT COUNTY

LIBRARY SURVEY

RESIDENCE OF PATRONS RESPONDING TO USER QUESTIONNAIRES

WOOSTER

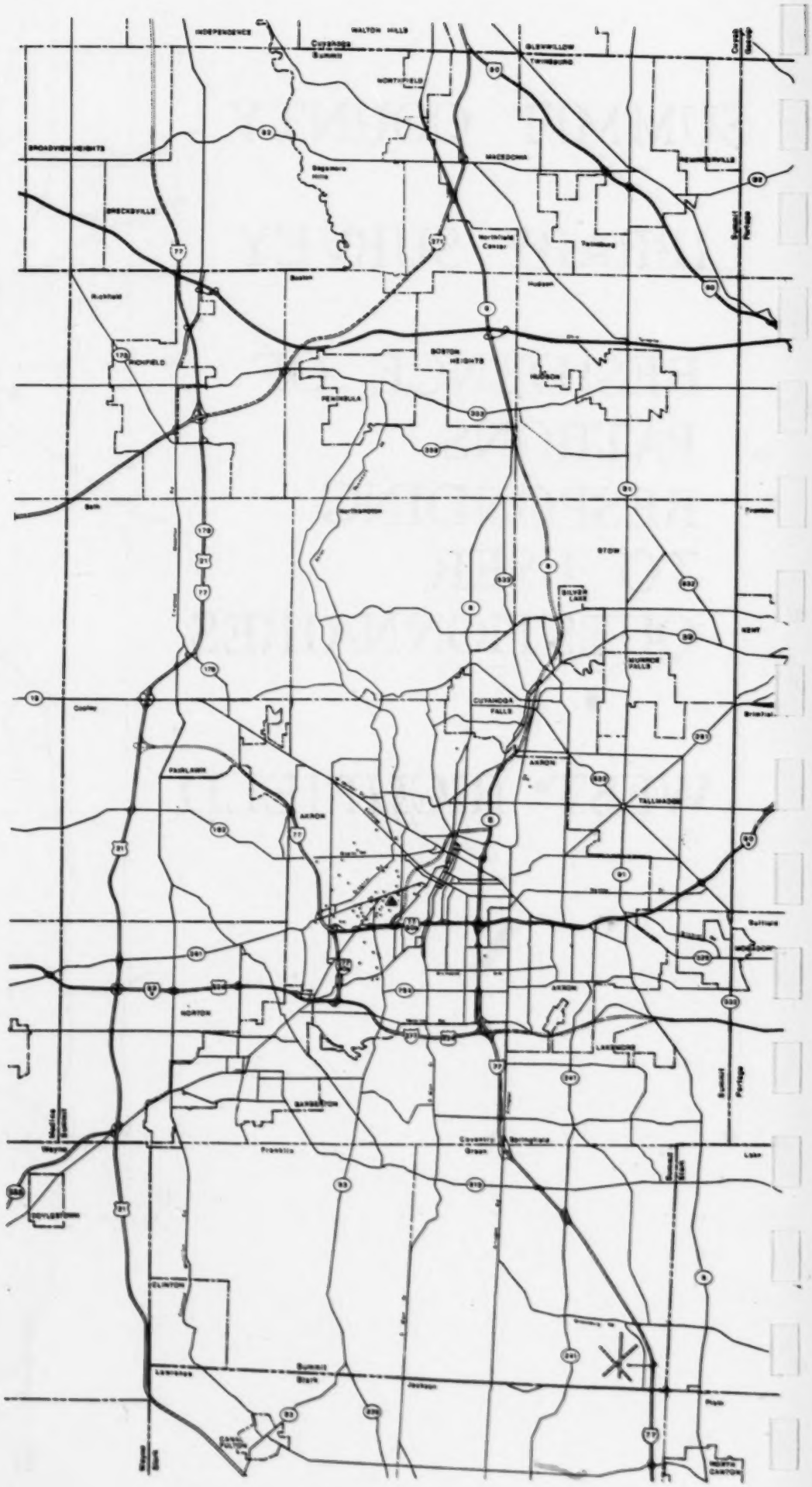

Figure 28

Prepared by: Tri-County Regional Planning Commission

January, 1972

SUMMIT COUNTY

LIBRARY SURVEY

EMPIRICAL SERVICE AREAS

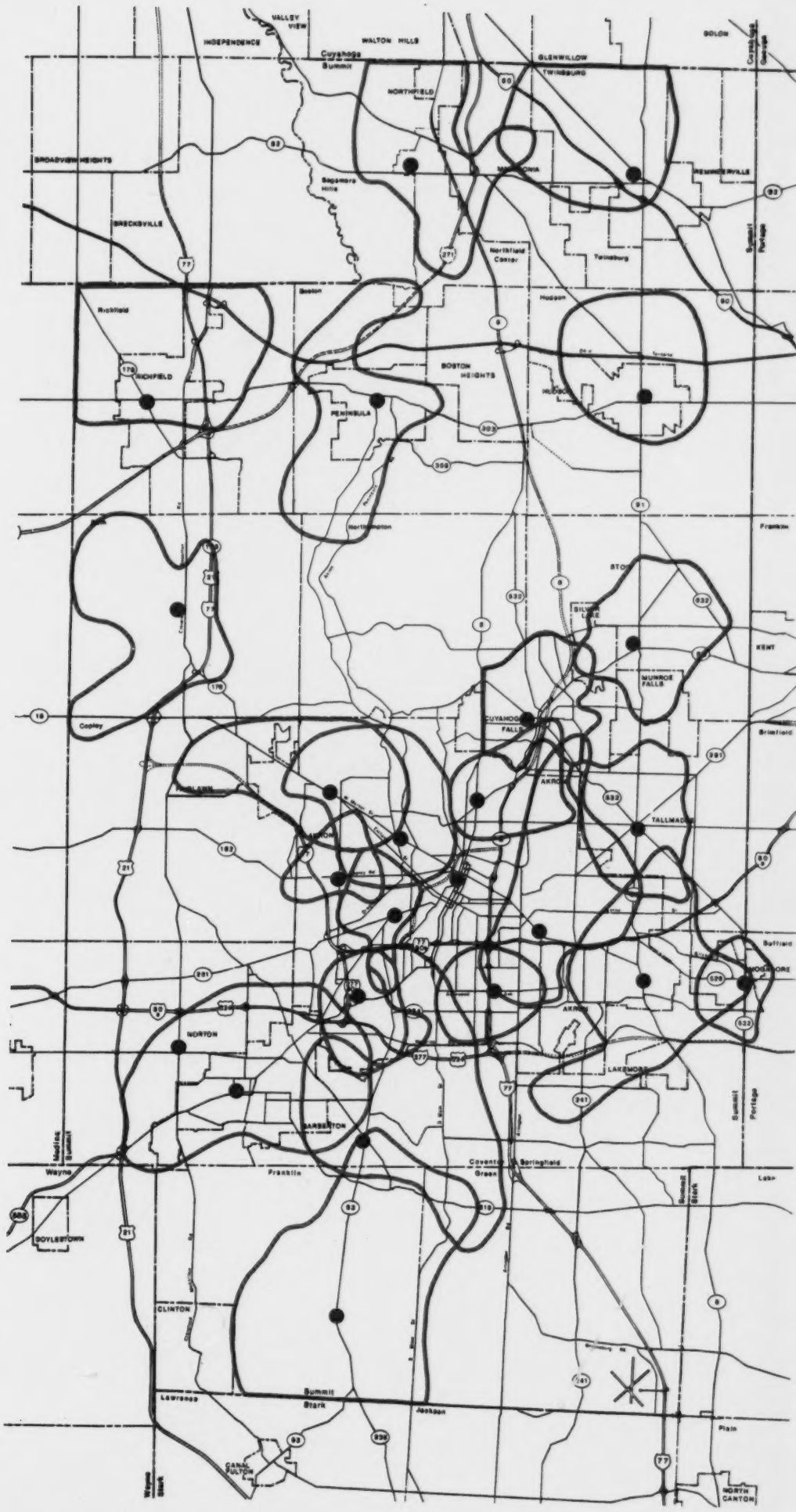

Figure 29

Prepared by: Tri-County Regional Planning Commission

January, 1972

CHAPTER VI

WHO DOESN'T USE PUBLIC LIBRARIES?

The similarity of findings about characteristics of the persons who use public libraries over a considerable period of time strongly suggests that certain rather reliable inferences can be made about those persons who do not use libraries. If, for example, persons with relatively high education and income are "overrepresented" among library cardholders (that is, their number in the actual audience is disproportionately high relative to the total community), then we may infer that persons with lower levels of education and income are "underrepresented."

From studies of public library users, we can, then, say what characteristics both users and nonusers are likely to have. It is equally clear, however, from these studies that the public library's actual audience is a portion of the total population as well as being a portion of any given stratum. Therefore, it may be useful to see what has been done to investigate the characteristics and attitudes of persons who state that they do not use public libraries, since the limits of inferences from studies of users are rather narrow.

A few recent studies which throw some light on the nonuser have been reported. Three of these are of particular interest for this survey of Summit County: one conducted in Lycoming County, Pennsylvania in

1965[2] and one in Franklin County, Ohio in 1969[3] and one in Essex County, New Jersey.[4] These studies are of interest because of the care with which they were done, the differences in overall approach (affording differing views of their subjects), and their relative recency. They will be referred to here as the Lycoming study, the Franklin study, and the Essex study.

The Lycoming Study

The Lycoming study was an opinion survey based on a probability sample of 350 households drawn without reference to known library use by members of those households. Interviewers, using interview schedules, visited the designated dwelling units and completed 317 interviews. It was possible then, to compare the characteristics of persons in the sample who indicated that they were library users with those who indicated that they were not. Following are some of the findings of the study.

1. Community loyalty. It might be assumed that length of residence and satisfaction with the community would be positively associated with public

2. Lawrence K. Pettit's "The Library Within the Community" is Chapter VI of William R. Monat, and others, The Public Library and its Community: A Study of the Impact of Library Services in Five Pennsylvania Cities. (Penna. State Library Monograph Series No. 7) Pennsylvania State University, Institute of Public Administration, 1967. 162 p.

3. The Franklin County study is Chapter VI of James C. Yocum and Frederick Stocker, The Development of Franklin County Public Libraries 1980. Ohio State University, College Administrative Sciences, n. d. 250 p.

4. Market Dynamics, Inc. The Public's Attitudes Toward Public Library Services in Essex County, New Jersey. Research Park, Princeton, N. J. 1969. 16 p. plus appendices.

library use. The findings of this study indicate that this is not the case: "Newcomers are just as apt as those who have lived all their lives in the community to have a library card..." (p. 126), and "Those least satisfied with the community are the most apt to be library users." (p. 127). Pettit suggests that, "Perhaps there is a general syndrome of which using the library is a part. This might include a high level of education, awareness of social and political issues, a knowledge and sophistication regarding other states and communities..." The nonuser, then, may often exhibit an opposite syndrome.

2. Community activity. One often assumes that community activity is a characteristic of persons who have resided in the community a rather long time. Recalling the findings above, there is the suggestion that community activists might be likely to be nonusers. If, however, activity is measured in such terms as membership in organizations and attendance at political meetings called by nonpolitical organizations, the library user is active, the nonuser less active. Of course, in this characteristic as with all others reported on in this study, the findings cannot be applied to predict any individual's behavior; these are tendencies, not absolutes.

3. Education and income. The Lycoming study generally confirms findings of other studies with respect to education and income, variables which roughly correlate with each other, incidentally; the less well educated and those with relatively low income are less apt to be library users. The

data, however, do not suggest a linear relationship in this case. The associations just indicated do not necessarily hold for middle income individuals; groupings based on relatively small differences in income, in other words, apparently are not significant predictors of use or nonuse.

4. Age and sex. The Lycoming study contains no surprising data as to age and sex. Women use the library more than men. The highest incidence of use is on the part of people in their twenties, the lowest, 60 and over.

5. Book ownership. In general, people who do not use libraries are less apt to have personal libraries than are users. An interesting point, however, is that persons having over 500 books in their personal libraries also are apt not to be library users.

This is not a complete analysis of the Lycoming study, but it takes into account those variables which appear to have transferability from one geographic area to another. A principal conclusion may be of interest: "The source of the public library's strength in the political arena derives from the fact that it is relevant to the lives of those who, because of their community status and their propensity to participate in community affairs, exert the most influence politically." (p. 134).

The Franklin Study

This study was a field survey using a cluster sampling method. Interviews were conducted with 980 individuals of whom 292 were library users and 70 were judged to be such low-level readers that they should not be considered

as potential library users. Users were asked only a few questions since the study was designed specifically to explore library and reading habits only of nonusers. "Nonusers were defined as those who had not used the library within the past twelve months." (p. 111).

Reading habits. One of the purposes of this study was to establish some facts about reading habits of nonusers. Briefly, the findings are:

1. One-fourth of the group read newspapers "extensively", one-fourth reported "none or limited"reading of newspapers, and the remaining half reported "moderate" newspaper reading. This reading increased steadily with education.

2. One-third of the respondents reported reading no magazines; again reading increased directly and markedly with education.

3. Similarly, one-third of nonusers reported having read no books in the past year, but book reading also increased with education.

4. Over half of respondents reported reading no paperback books, but the authors conclude, "By income class, more than 30 percent of those with $5,000 to $10,000 income reported their book reading consisted entirely of paperbacks."

5. While recreation was given by most respondents as the main purpose for their reading, current events was emphasized by the lowest income groups. This emphasis declined with increased education. Work-related reading was reported by only 7 percent of the respondents and this increased with increases in both income and education.

Awareness of the public library. Lack of knowledge of the availability of libraries is not a reason for nonuse for most (over 80%) respondents.

Reasons for not using library. Replies to questions under this heading were grouped into personal factors and library factors. Reasons in the first group far exceeded those in the second, especially for low-income respondents. As noted in the report, this suggests that reasons for nonuse are deep seated "...and are not likely to be affected by changes in library facilities, services, or personnel." (p. 121). Personal reasons were, in order of mention, "don't have time," "buy books and read at home," "too much trouble," and "don't enjoy reading." Watching television appears not to be a major reason for nonuse of the library, except among nonwhites, elderly people and persons in the lowest income and education levels.

Library-related factors were cited so infrequently only two merited analysis: inconvenient location (cited more often by nonwhites than by whites) and "the library doesn't have the kind of material I need" (cited commonly by whites and high-income nonusers).

It appears that the summary of the library nonuser cited below from the Franklin study (p. 124-5) applies to perhaps one-third or at most one-half of the group:

> To the extent that any generalizations can be made, the profile of the typical library nonuser would seem to be one who: a) reads nonfiction in preference to fiction; b) who is a moderate to extensive reader of the newspapers; c) who reads at the median five books per year, several of which are hard-cover books;

and d) whose principal purpose in reading is for recreational purposes. The typical nonuser also is evidently a reader who is not inclined to look to the public library for reading material, but instead is accustomed to purchase his own books or magazines, or perhaps borrow them from friends.

It is clear, furthermore, that the great majority (two-thirds) of nonusers do not expect to become library users.

Attitudes toward public libraries. The nonusers responding in this study generally agree that the library is a conveniently located, friendly place, and supplies materials and services people want. However, inner-city residents are not so positive on convenience and, together with low income groups generally, see the public libraries as "... mainly serving the well-educated and fairly well-to-do" (p. 132).

Waples, in reporting on a study in which some attention was paid to nonusers,[5] also indicated that non-library use and non-reading are not the same characteristics. Some of his conclusions were:

1. Of the total population, about 20 percent in this "disadvantaged" area were library users.
2. Of those using the local branch:
   a. Eighty percent read newspapers to one degree or another.
   b. About 50 percent read magazines of the True Story type.

5. Douglas Waples, "Community Studies in Reading: 1. Reading in the East Side." Library Quarterly, vol. 3 (1933) p. 1-20.

c. About 10 percent to 20 percent read sensational novels typified by Loose Lady.

d. Ten percent to 15 percent read magazines of the "serious discussion" type and/or political or religious tracts.

The Essex Study

This study, aimed at providing information which might be helpful in planning a program of library public relations, involved interviews with 354 randomly selected individuals. Of those, 253 were conducted by telephone. The balance of 101 were conducted in predominantly negro neighborhoods, 48 of them in person with blacks who did not have listed telephone numbers. As has been the case in many studies concerning libraries, very few refusals were encountered. As with the Lycoming study, this was not a study of nonusers, but the findings permit some comparisons between public library users and nonusers.

Following is the "Summary of Findings" section of the report (p. xi-x).

Summary of Findings

Berelson, in his book, The Library's Public, quotes an incidence of 18% adults who, in 1949, used the library at least once a year. If it can be assumed that Essex County is typical in this regard, the library's popularity has grown appreciably over the past 20 years, with 40% now using the library over a one year period.

I. Who uses the Library?

Those most likely to use Essex County libraries include:

. Whites

. Women

. Younger persons

. Suburbanites

. Higher income earners

. White-collar workers

. Better educated individuals

. Frequent book readers

It is implicit that the opposites are the least likely users of the library.

Although younger people are more likely to use library services, those older people who do are more frequent users.

Similarly, men who use the library make more frequent use of its services than do women in spite of the fact that more women, overall, use the library.

II. Whom Does the Public Think the Library is Set Up to Serve?

The image of the typical library user in the minds of the public is one which includes:

. Young adults

. Well-educated individuals

. Business and professional people

. Students of all grades

Nonusers are more apt than library users to consider the library to be:

. For younger adults

. For career women

. Unappealing to those with lower incomes

III. What Do Users Think of Library Services?

Most public library users are very well satisfied with their nearest library branch. Nine in every ten consider this library either "extremely" or "very helpful."

Finding the library particularly helpful are:

. Men

. Older persons

IV. Why Don't People Use the Library?

The one major area of criticism of the public library system centers upon its lack of convenience.

. Parking space is inadequate

. Library branches are too far from the home - inadequate bookmobile service

Both of these criticisms are voiced with considerably greater frequency by residents of Newark than by suburbanites.

Some, although not serious criticism, was made of the availability of the books you want.

Virtually no criticisms were made of the library with regard to:

- Helpfulness of staff
- Ease of getting there
- Availability of any information you want
- Quietness
- Providing information by telephone
- Hours open
- Number of seats
- Comfort

V. How Does the Library Function Relative to Children?

The vast majority of parents indicate that their children use public libraries. Such usage is more common in households where parents themselves use the library. Library usage by adolescents is greater among:

- Older children
- Suburban residents

Parents rate fairly well the library services available to their children. Ratings of children's services are lower than average among:

- Parents who do not use the library themselves
- Those residing in Newark

VI. Why Do People Use the Library?

As might be expected, those who make most frequent use of the library use the greater number of library services, most popular of which are:

. Borrowing books

. Obtaining information at the library

. Reading magazines

Less than 50% of library users avail themselves of the following facilities:

. Information by telephone

. Special programs

. Reading newspapers

. Photocopying

. Phonograph records

. Investment information

. Borrowing framed or mounted pictures

. Borrowing films

. Microfilms

Generally, the services which nonusers claim they might use if they were to visit a public library are quite similar to those currently used by present library patrons.

VII. How Can Potential Library Users Be Reached?

Virtually everyone reads a daily or Sunday newspaper. The distribution among the various newspapers available is shown in the detailed findings.

Weekly newspaper readership is considerably higher among library users (55%) than among nonusers (35%).

While 21% of all respondents ride buses, this proportion increased to 33% within Newark. Of this 21%, approximately one-third recalled advertising seen on buses during a given week.

Both bus usage and recall of advertising in buses is highest among:

. Nonwhites.

. Residents of Newark.

. Blue-collar workers.

Because these are exactly the types of people among whom public library usage is lowest, bus advertising should not be overlooked as a possible medium for a public relations effort directed at nonusers.

Conclusions

There is substantial congruence between what we know from past user studies and the two studies cummarized here. The evidence is clear that the public library, in fact, appeals to certain relatively well-educated persons--a self-selected portion of the middle class. The Lycoming study strongly suggests that the community activist, a socially knowledge and

"concerned" person who probably affects the community decision-making process brings political support to the library. The Franklin study pinpoints generally favorable image of the library even among nonusers.

Together, the three reports verify what we sense: the public library whether as a symbol or a reality, is firmly fixed in the public mind as an agency which will continue, short perhaps of some economic disaster, to be supported. Some dissent, or at least some far-off rumblings are indicated in the attitudes of the poor and non-whites reported in the Franklin study and the Essex study.

Another recent study[6] indicates that characteristics of public library users in a northern, black ghetto (the Bedford-Stuyvesant area of Brooklyn) are very similar to those found in studies of predominantly white populations. This area, however, is served by a library which has been the forefront of service to inner-city blacks. Furthermore, the area itself is probably more stable than many other black ghettos. These factors together with the rumblings noted above and together with the seeming lacks in branch library physical facilities for city people suggest one potential area of activity for Summit County library services:

[6]Hardy Franklin: "The Relationship Between Adult Communication Practices and Public Library Use in a Northern, Urban, Black Ghetto". A thesis submitted to the Graduate School of Rutgers University in partial fulfillment of the degree of Doctor of Philosophy, 1971. Typescript 159 pages.

service to low-income whites and blacks who probably will increase in numbers in Akron and Barberton.

Another suggestion is drawn tangentially from the studies reported on here and from a feeling of unease about future financing for Ohio's public libraries generally. It is that the library decision makers in Summit County should take stpes to enlarge their user population within those groups within the population who have those characteristics associates with library use. Despite any seeming problems of finance, these libraries are well off and have not been forced into the political arena for funding. At such time as they may be so forced, they will need all of the support they can get from community activists.

CHAPTER VII

SHELF AND CIRCULATION SAMPLES

One aspect of this study dealing with the provision of library service to the citizens of Summit County, Ohio, has been an examination of selected aspects of the collections of the libraries that exist in the county. Four main questions have guided this study. First, what exists at the present time, on the shelves of the libraries in terms of fiction and non-fiction materials? Second, how does the collection differ for adults and juveniles? Third, do the holdings of the libraries differ from what is circulated by the libraries? And, finally, is there a difference between the age of the collection and the age of the materials that are circulated?

In order to compare the differences and similarities that exist between the various libraries represented in the county, a series of investigations were carried out in each library. The data that are reported herein were collected by the cooperating libraries under the supervision of the staff of the Tri-County Regional Planning Commission. In effect, four different sets of data were collected by way of systematically sampling various aspects of the collections and the circulation of participating libraries. Samples were obtained of the following items:

(a) Adult Shelf Holdings

(b) Adult Circulation

(c) Juvenile Shelf Holdings

(d) Juvenile Circulation

For each of the four samples, 200 items were selected for analysis. (However, the sample size was increased at the Akron Main Public Library for adult materials in order to better represent that library's larger collection and circulation.) For each of the items that were selected, the following information was recorded: (1) the item's Dewey class number or, for other types of material, its designation as fiction, biography, poetry, etc.; (2) the copyright date of the item selected. With such information, we are able to compare and contrast the differences or similarities between adult and juvenile shelf holdings and circulation, what percentage of the material is in non-fiction as opposed to fiction, how much of the collection or the circulation is in particular Dewey classes of the collection, the relative age of the collection, the age of circulating material, and the like.

The participating libraries were placed in three groupings to facilitate analysis. These groups or types of libraries are: Main Public Library, Akron Library Branches, and Independents as idenfified in Table 3. (Richfield Branch was originally included in the analysis, but the collected data revealed an error that made it necessary to eliminate it from this portion of the study.)

The Non-fiction collection and its Circulation: The first analysis that was attempted sought to answer the question: What relationship, if any, exists between what is on the shelf in non-fiction, and what is circulated? The method used includes totaling the number of items that fell within each Dewey class for

the adult books that were on the shelves, for the adult books that were circulated, for the juvenile books that were on the shelves, and also for the juvenile books that were in circulation. A statistical test called correlation analysis was then applied to the data so that we could ascertain whether or not what was reported as being in the adult collection matched what adult books were in circulation. A similar analysis was done for juvenile items.

The findings suggest that there is a strong relationship between what is reported as being on the shelves and what is in circulation for both adult non-fiction materials and juvenile non-fiction materials. Tables 24 and 25 are the findings for Adult materials and Juvenile materials, respectively.

Very small differences can be seen between Adult materials on the shelf and those in circulation. The major differences tend to be these: (a) generally more books circulate in the 500's and 600's than are represented in the collection and (b) proportionately more books are in the collection in the 800's and 900's than circulate.

The differences between Juvenile shelf holdings and circulation are practically nonexistent. Only in the figures derived from Akron Main do differences of any size exist. The 300's and 900's appear to be slightly over-represented in the collection, while the 600's appear to circulate in greater numbers than they are represented in the collection. However, it should be emphasized that the percentage differences are very slight.

TABLE 24

Percentage Distribution of Adult Nonfiction
Shelf and Circulation

DEWEY CLASS	AKRON MAIN		BRANCHES		INDEPENDENTS	
	Adult Shelf %	Adult Circulation %	Adult Shelf %	Adult Circulation %	Adult Shelf %	Adult Circulation %
000	1	1	1	1	2	1
100	3	5	3	9	4	8
200	5	5	4	3	5	2
300	19	17	16	15	16	13
400	1	1	1	0	1	1
500	6	7	8	8	7	12
600	16	23	18	25	14	23
700	13	19	12	15	12	17
800	11	7	11	9	15	8
900	19	13	24	14	22	15
Other	5	2	3	1	0	0
Number=	551	408	1797	1569	770	687

TABLE 25

Percentage Distribution of Juvenile Non-fiction
Shelf and Circulation

DEWEY CLASS	AKRON MAIN		BRANCHES		INDEPENDENTS	
	Juvenile Shelf %	Juvenile Circulation %	Juvenile Shelf %	Juvenile Circulation %	Juvenile Shelf %	Juvenile Circulation %
000	1	3	1	0	1	2
100	2	0	0	0	0	1
200	4	6	2	2	2	5
300	19	12	12	11	17	15
400	1	0	1	2	2	1
500	19	20	23	21	25	21
600	10	17	15	15	11	12
700	9	13	10	18	8	15
800	9	10	7	7	9	7
900	25	19	29	23	26	21
Other	0	0	0	0	0	0
Number=	96	69	1599	893	552	351

Correlation analysis shows that a very strong relationship exists between shelf holdings and circulation in all three types of libraries and both for adult and juvenile materials.

Total Holdings and Total Circulation: The second analysis that was performed with the collected data was to see if there were different patterns of holdings and circulation in the three types of libraries when all types of materials were considered. As Tables 26 and 27 point out, fiction materials circulate in much greater numbers then they are represented in the holdings. This is especially true for Juvenile materials.

As Table 26 indicates, in Akron Main fully 80 percent of the Adult collection is in non-fiction materials but only 69 percent of the circulation is in that same category. The Branches of the Akron system are least oriented to non-fiction Adult materials, but they too circulate more fiction than is represented in their collections. The Independent libraries hold a greater percentage of non-fiction Adult materials than do the Akron Branches but they also circulate more fiction than is represented in the collection.

Table 27 indicates the distribution for Juvenile materials. Here the differences noted above with the Adult materials are even more extreme. As the table indicates, 65-70 percent of Juvenile circulation is in fiction with corresponding decreases in the non-fiction category. However, fiction constitutes nearly 50 percent of the shelf holdings for an average difference of about 15-20 percent.

TABLE 26

Percentage Distribution of Adult Total Collection and Circulation

	AKRON MAIN		BRANCHES		INDEPENDENTS	
	Adult Shelf %	Adult Circulation %	Adult Shelf %	Adult Circulation %	Adult Shelf %	Adult Circulation %
Non-fiction	80	69	56	49	64	57
Fiction	13	28	39	49	29	40
Biography	8	3	5	2	7	3
Number=	693	588	3190	3199	1199	1200

TABLE 27

Percentage Distribution of Juvenile Total Collection and Circulation

	AKRON MAIN		BRANCHES		INDEPENDENTS	
	Juvenile Shelf %	Juvenile Circulation %	Juvenile Shelf %	Juvenile Circulation %	Juvenile Shelf %	Juvenile Circulation %
Non-fiction	51	33	50	28	46	29
Fiction	43	66	46	70	49	69
Biography	6	1	4	2	5	2
Total	190	211	3200	3200	1200	1200

The expalnation for these differences may lie in a number of places. First, it may be that people just prefer fiction over non-fiction and will borrow it as heavily as they can. Second, non-fiction materials may not be allowed to circulate as freely as fiction (a normal practice), and thus one might expect the findings noted above. Third, shorter borrowing times for fiction materials might have an effect on the findings. Finally, the distribution may be due to conscious decision choices on the part of collection builders who are striving for a balanced collection.

Collection Age and Use: As other studies have shown, the use and circulation of materials decreases as the item gets older. People appear to prefer the newer materials when they are available. Even in collections that have heavy concentrations of older materials, the newer materials will circulate more readily.

Tables 28 and 29 illustrate this tendency for Adult and Juvenile materials. The tables also indicate the differences between non-fiction and fiction materials.

Table 28 indicates a number of different things about Adult Materials, their age and use. First, Akron Main has the oldest collection terms of both fiction and non-fiction materials. The Branches and Independents have collections that are essentially the same age although the non-fiction collections of the Independents tend to be older. Secondly, the ages of non-fiction and fiction materials in the collection are very similar; fiction books are not

TABLE 28

Percentage Distribution of Adult Materials by Age

	FICTION		NON-FICTION	
	Shelf %	Circulation %	Shelf %	Circulation %
AKRON				
65 to present	23	49	25	45
60 to 64	20	21	23	25
60	58	30	50	30
BRANCHES				
65 to present	39	64	39	58
60 to 64	22	19	27	22
60	39	18	34	20
INDEPENDENTS				
65 to present	33	60	34	50
60 to 64	29	20	28	26
60	39	18	34	20

TABLE 29

Percentage Distribution of Juvenile Materials by Age

	FICTION		NON-FICTION	
	Shelf %	Circulation %	Shelf %	Circulation %
AKRON				
65 to present	22	33	30	39
60 to 64	11	22	26	20
60	66	45	44	41
BRANCHES				
65 to present	34	35	32	36
60 to 64	24	24	29	27
60	42	41	40	37
INDEPEN-DENTS				
65 to present	28	43	28	36
60 to 64	24	23	31	33
60	48	35	40	31

noticably younger than non-faction books. Third, as was noted above, the newer materials circulate more heavily than they are represented in the collection. Fourth, the more that newer materials are available the greater the chance that they will circulate.

Table 29 indicates that Juvenile materials and their use and age show different characteristics than Adult materials. For the most part, Juvenile shelf holdings are older than Adult shelf holdings. Once again, Akron Main tends to have an older collection than either the Branches or Independents. However, the differences are not as pronounced as they are in the findings on Adult materials.

Juvenile borrowers are much less likely to use the newer materials than are the Adults. Their use pattern tends to match the collection pattern throughout the age categories to a much greater degree than does Adult use.

Summary of the Findings: This portion of the study involved the collection of data on the shelves and the use of adult and juvenile materials in three types of libraries: the Akron Main Library; 16 of the 17 Branches of the Akron Public Library; and six Independent libraries in Summit County. The analysis has discussed the non-fiction collections, their use, the total collections, and their use, and the use of fiction and nonfiction material of various ages. In summary form, the main findings are these:

a) there is no significant difference between the

non-fiction holdings of a type of library and the use of those collection; people tend to borrow materials in approximately the same proportions that they are represented in the collection.

(b) when non-fiction, fiction, and biography are compared by type of library, it is seen that fiction circulates in greater amounts than it is represented in the total collection. This is the case for Adult materials and especially so for Juvenile materials.

(c) Akron Main Public Library is predominately oriented to non-fiction materials in the Adult area followed by the Independent libraries and then the Branches.

(d) the age of materials affects their use with the most recent materials circulating in the greatest amounts. This is primarily the case for Adult materials and their use.

(e) Juvenile materials are generally older than Adult materials, and Juvenile borrowers are less inclined to borrow newer materials.

CHAPTER VIII

TESTS OF INFORMATION AND DOCUMENT DELIVERY

Information Delivery

Ten proxies were directed to ask questions at each of nine public libraries in Summit County. Each library was asked six questions in person, four questions by telephone.

The questions were asked anonymously, as a "real" patron might ask them. The purpose was to test the capacity of each library to provide answers to questions, both in terms of the correctness of the answers and very general attitudes toward answering questions.

The questions were of the short-answer variety. Most had been pretested on small and medium-size public libraries in another state. The majority of the questions were derived from reference tally sheets of public libraries; some were taken from other studies of reference performance. (The questions and context statements appear in Appendix I.)

Document Delivery

Each of four proxies was directed to request one document from each of the seven libraries. In order to preserve the unobtrusiveness of the test, should the libraries happen to channel several requests into the same central resource (e.g., Akron Main), it was necessary to request a different document from each library. To maintain comparability of the data from library to library, documents were grouped into categories of similarity. Although

not precisely comparable, the documents within any one Document Category could be expected to appear on the shelves of libraries with roughly similar frequency.

All requests in Document Category #1 were for articles that appeared in the 1966 issues of North American Review.

All requests in Document Category #2 were for books listed under Ohio University Press in the current PTLA. The publishing dates were between 1963 and 1970.

All requests in Document Category #3 were for articles that appeared in the 1968 issues of New Leader.

All requests in Document Category were for books listed under Rutgers University Press in the current PTLA. The publishing dates were between 1960 and 1969.

Documents within each Category were "assigned" to libraries in a quasi-random manner. Two proxies were directed to request their documents by phone, and two were told to request theirs in person. A total of four documents was requested from each of the nine libraries.

Sample

The libraries tested were: Akron Main, Barberton, Cuyahoga Falls, Ellet Branch, Hudson, Peninsula, Stow, Twinsburg, and West Hill Branch.

Findings

Information Inquiries

Responses were coded Correct or Not-Correct. The number correct ranged from 1 to 5. The mean was 2.9 correct responses per library. To determine the statistical significance of the differences among the libraries, Fisher's Exact Test was performed on the two extreme performers (i.e., 1-Correct and 5-Correct).[1] Results necessitated rejection of the hypothesis of association. That is, the differences were not great enough to be attributable to something other than chance observation. (Appendixes III-V present the statistics of the information inquiries.) We could conclude that, for these questions, the performances of the libraries was not different enough to lead us to expect differences on similar questions at other times.

Document Requests

Sixteen requests for documents resulted in three retrieved documents. Seven times the requesters were referred to an outside agency; four times, the respondent initiated an interlibrary loan action. (See Appendix VI for the statistics of document requests.)

Attitudes

The proxies were instructed to indicate on each encounter their impressions of the "eagerness" and "friendliness" of the respondents. Although

1. See: Anderson, T. R. and Zelditch, M. Basic Course in Statistics, with Sociological Applications. (New York: Holt, Rinehart, and Winston) 1968, pp. 264-269.

a highly subjective measurement in isolated applications, over the course of many observations it would nonetheless indicate dramatic deviations from the norm. That is, if the norm of "friendliness," say, were 2.5 and one library were consistently rated something like 4.7 by the proxies, we might conclude that in the course of 14 encounters by 14 different people, the respondents of that one library were evidencing abnormal behavior.

Appendixes IV and VI show, however, the absence of such abnormal behavior. On a scale of 1 to 5, (positive to negative), the respondents were consistently rated positively. (The document requesters' ratings were less positive. However, they constituted only 36 out of 124 encounters; and even then, the ratings rarely fell below "average friendly" or "average eager.")

Referrals

Combining the responses for document requests and information inquiries, we find that 95 of the 124 encounters resulted in non-delivery of eigher information or document. (See Appendixes III, IV, and VI.) Within this pattern of unsuccessful response, there is a subordinate, but perhaps equally important, pattern of referral to outside agencies. In the 95 encounters that resulted in a non-correct answer or no-document, 23 respondents suggested that the inquirer might consult another agency for the answer or document.

The rate of referral, coupled with the infrequency of interlibrary loan activities initiated by the respondents suggests a service orientation focusing largely within the walls of the individual libraries. Rather than a

client-centered or problem-oriented approach to serving, the data seem to suggest a service view that is essentially introverted. The respondents encountered here evidence a consistent "helping" attitude, a willingness to exert themselves within the walls of their libraries; yet they could not be said to evidence a high level of extra-mural orientation. The picture is one of a series of self-contained, "self-sufficient" units, without strong cooperating bonds among them.

It should be noted that 19 or the 25 referrals were to Akron Main. This prompts the conjecture that what external orientation does exist is focused on Akron Main as a central library resource.

CHAPTER IX

RECOMMENDED LIBRARY SERVICE CRITERIA AND BRANCH EXPANSION IN SUMMIT COUNTY

Information such as contained in this report and in complementary materials which have been given the libraries in unpublished form will provice part of the basis for policy decisions relating to library service in Summit County. This chapter is devoted to a discussion of library service criteria recommended by the survey staff as well as recommendations concerning the need for additional physical structures in the county.

Goal formulation is the foundation on which more specific library objectives are built. The following general goals are basis to the more specific objectives and recommendations which follow:

1) To supply a balance of public library services aimed at providing information and opportunities for self-realization on an equal basis to all residents of the county. It is understood that equality is to be judged by such factors as accessibility, suitability to neighborhood and community as well as by cost measures.
2) To plan for extending public library services to areas of growing population in the county.
3) To seek to offer public library services in the most effective fashion possible within the limits of the resources available by

coordination and cooperation aimed at realizing the advantages of scale potentially available to the county.

4) To bring to the attention of the public information about major issues of local, state, regional, and national concern.

5) To plan and implement programs of public library service aimed at maximum utility for the largest feasible number of county residents.

To implement these goals, the survey staff suggests that the libraries of Summit County consider the recommendations in this chapter a frame of reference within which to consider short-term policy decisions in county-wide library development.

The general thrust of these recommendations is toward the development of a systems approach to public library services, selection and delimitation of objectives of the several units, definition of audiences to be served, and improvement of quality and quantity of service given. It is assumed that the boards of trustees and librarians of the libraries in the County will be able to find in the study and recommendations, or by other means, the specific framework within which these goals are to be achieved. One thing is certain: attitude will be more important than structure. That is, the objectives here suggested will be achieved not by the imposition of some new organizational concept but by the conviction of the individuals concerned that they are important.

As a consequence of this feeling, little that is new to the organization of the libraries in Summit County is recommended here, except for the device to stimulate innovations in library service. Rather, some centralization of selected responsibilities has been recommended together with the development of a sense of need for cooperation aimed at limitation of activities for the smaller libraries and enlargement of those of Akron Main Library.

Some of the methods recommended (staff training and the testing of quality of service primarily) could become very time consuming. Both will require considerable time, much of it on the part of administrators. They could well degenerate into a mask for the real objective--i.e., they could become mere talk. For this reason, it is suggested that outside help be sought in planning of both training and evaluation.

Organization

Akron Public Library should apply for designation as the County District Library both to be in a position to initiate direct service in future growth areas, to forestall formation of new independent library units, and to firm up its basis as a leader among the public libraries of the County.

As a first step toward taking advantage of economies of scale and toward improving public services by freeing personnel time, consolidation of appropriate services (primarily support services) should begin at an early date. Deadlines should be set for inauguration of centralized services. One example of services which could be centralized lies in the area of

acquisition and processing of printed materials. Centralization in this case should mean use of the State Library's counterpart program based on the Ohio College Library Center plan if that program develops reasonably soon. If not, these services should be supplied by Akron Main Library to the other libraries on contract.

Another area where centralization has potential is in the acquisition and processing of nonprint materials. The bulk of such materials should be held at Akron Main Library and delivered from there to local units for special needs. Items in frequent use will, of course, most efficiently be held in local units.

Also, Akron Main Library is the obvious deposit point for the preservation of less-used materials. This will also require that a method of delivery to local units be devised.

Training of library staff in program development, e.g., use of nonprint materials, neighborhood services and reading improvement, paraprofessional training programs, and cost accounting and budgeting methods should all be considered a county-wide function of a system of libraries in Summit County.

It is the intent of these recommendations, mainly under the heading of services which follow, that the existing library units in Summit County act as a system of libraries. For reasons relating to historical development and strong feelings of local autonomy endemic to public library development, it appears that administrative consolidation is not feasible. Another means to

the end of performance as a system is cooperation. It is recommended that the meetings of head librarians in the County be extended to encompass ways in which the creation of a system of services can occur without administrative consolidation. What form this activity will take will be secondary to the attitudes which are brought to these meetings. One suggestion is that a committee of two or three head librarians be formed for the specific purpose of developing a list of topics for discussion by the larger group and that these topics be developed into formal management training programs.

Finance

As soon as the Board of the Akron Public Library elects to apply for County District status, planning for future service to potential growth areas and projections of the costs of these services should begin. These costs should be included in planning for the division of the intangible tax income at an early date.

It is most difficult, if not impossible, to predict what forces will influence public library income in the County during the next several years. For the purposes of this study, it is assumed that any increase in income will be largely offset by rising costs and growing population. Uncertainties as to what directions the State may take with respect to revenue and about the state of the economy suggest a conservative prediction. If that view is reasonable, then it is imperative that operating costs should be held in check. It will be difficult to accomplish that aim while programs of service are

being altered and increased in scope. No single approach to this matter will suffice. Following are some steps which should be taken:

1) Budgeting procedures for all of the libraries should be updated. A system of program budgeting should be developed for all libraries such that costs can be identified with the aims of each library and that increases in those costs can be estimated in advance.

2) Some simple cost accounting methods should be developed so that costs may be compared from one staff library to another. Training sessions should be held to enable library staffs to understand the methods to be used.

3) Management training sessions should be held for library directors and key staff in budgeting and cost accounting methods directed toward use of these techniques in policy development.

Services

It is apparent that the service potential of the public libraries in the County varies greatly. However, the range of services which might be offered, assuming that the libraries constitutes a system of services, is substantial. At present, however, each person who wishes to avail himself of library service must create his own system; that is, the professional person, for example, who needs extended reference materials and staff

services will, assuming he knows of the Akron Main Library, find both there. However, it appears that little effort has been put into differentiating the types and levels of service available and into guiding public library patrons to those agencies best able to supply the type and level needed. The program of services and objectives would be set in each library with a view to maximizing audience in all of the libraries. Thus, some services offered at Akron Main Library should not be repeated elsewhere. Rather, through use of telephone, delivery services, public information programs, referral patrons and other devices, use of services in all agencies should be stressed.

The board of each library should establish clear objectives for its library. These objectives will, of course, include statements of long-range goals of a rather general nature. However, specific objectives also should be set and related to the various audiences to be served and services to be offered. These lower-level objectives should be related to programs in such a way that their effect upon audience can be estimated and so that improvements of the level of each service can be judged. They should, in short, be action oriented and subject to evaluation.

A method for establishing objectives at this level and for relating them to services, resources, and evaluation is suggested here. Obviously, this recommendation implies that objectives and related services are matters of policy and are thus of concern not only to library staffs but also to the boards of trustees. It also implies that objectives, as noted, should vary

from one unit to another and that selection of some objectives will cause elimination or downgrading of others.

Using data from the study of public library users done for this report, the actual audiences should be identified. In addition, effort should be made to identify audiences which the library board might expect, or feel obligated, to serve and who did not show up in the user study (e.g., shutins). The extent to which these audiences are presently being satisfactorily served should be estimated, using such data as were gathered for this report, personal knowledge of the board and staff and other inputs (e.g., other planning studies, community organizations, and so on). A list of services which appear to be within the present capacity of the library should be prepared (a sample list is attached). For each service, a specific objective should be set, the resources, training, and so on required made up (Appendix VII includes examples) and for these services some methods of evaluation suggested. A one-year program of action should be derived from the steps above and an outline of a two, three, or four-year program set down to be filled in as progress on the first year plan indicated profitable courses of action.

No budget increase for any public library in the County should be approved until a plan of action has been written and, in future years, unless progress in developing services according to long-range plans is demonstrated. Particular attention should be paid to methods used in evaluating progress toward objectives.

It should be noted that it is not intended that the various libraries be put into straitjackets, even those of their own making. Obviously, plans are subject to change.

To generate plans for innovative services, a Summit County Public Library Development Foundation should be established. This foundation should be supplied with a portion of the income from the intangible tax. A board of citizens broadly representative of the County should control these funds, receiving proposals for new services from the boards of the several public libraries as well as from citizens groups serving in an advisory capacity to those boards. Criteria and procedures for reviewing proposals should be established and means for evaluating results of programs funded by the foundation should be sought.

Reference services throughout the County should be improved, systematized to some degree and promoted. Several actions may be taken jointly by the library boards and staffs. The steps outlined above will suggest some of those actions. Some specific suggestions follow:

1) Staff training sessions should be held to discuss such matters as the total service potential of the several libraries, referral to agencies other than libraries for information, following up to see that correct answers are actually supplied and like matters.
2) Akron Main Library should be acknowledged as the principal reference resource in the County and other units should select

specific reference objectives with that in mind. Obviously, it will be unreasonable to "dump" questions on that library because it is convenient to do so. However, budgetary provision should be made by each library to encourage telephone referral of questions which cannot be answered locally to Akron Main. Experimentation with a telephone system by which patrons may speak directly to Akron's reference staff should be considered.

3) As some experience is gained with referral to Akron Main and sources outside the libraries (government offices, business, newspapers, and so forth) some guidelines should be developed through the staff training sessions to assist reference personnel in future referrals.

4) Periodically, checks on the effectiveness of the reference service should be made. The unobtrusive test used for this study represents one way of making such a check. Another may be to develop a simple system of recording the patron's name and address and the question asked so that patrons can be queried later as to whether the information supplied was useful. Obviously, such a method cannot be allowed to interfere with the work of the library and so should be done only occasionally.

Reducing the time required to place requested material in the hands of patrons and decreasing the number of unfilled requests should be an objective for all of Summit County's public libraries. This matter should be the subject of periodic evaluation through simple tests involving keeping records of materials requested and the time of the request and time of delivery to the patron, followed by analysis of the data to show the percentage of requests filled and the elapsed time. Further, publicity through signs placed in prominent places in each library and other means, should be given to the fact that the libraries do exchange materials.

Following are some steps which may assist in this activity:

1) Reserve files can be reviewed periodically with a view toward selection of titles for duplication.

2) Limitation of the objectives of the smaller libraries, of course, suggests limitation of the number of titles to be held, increased duplication of titles in demand and relatively quick discarding (or central deposit) of titles after the initial period of interest has passed.

3) No system of exchange of materials will be successful if the parties concerned either cannot be sure that needed items will be delivered or that they will be overwhelmed with requests. Thus, each library must take steps to select its primary audience and to satisfy most of the recurrent requests made. Similarly, Akron Main Library staff must gear up to locate and

deliver most materials requested promptly and to notify the requesting library of the disposition of each request.

4) Appropriate procedure for a small library in this case might involve adopting a series of rules such as (1) the maximum time between a request for and delivery of work of fiction held by this library will be "X" days in 75 percent of the cases; (2) the maximum time for delivery of a work of nonfiction held by this library will be "Y" days in 75 percent of the cases; (3) requests for interlibrary loans will be processed on the day the request is made if the request is submitted prior to noon; (4) interlibrary loans outstanding will be reviewed every "Z" day and followup telephone calls made where indicated. Obviously, these statements will not cover all cases, but are presented as suggestions.

A recurrent problem in public library services throughout the United States is that of equalization of opportunity. Ohio is no exception, nor is Summit County. The lack of guidelines for distribution of intangible tax income and the relatively large number of existing library units will make any approach to this matter difficult to implement. It is recommended, none the less, that attention be given to the matter. For Akron, the problem may be approached as a single unit by its administration. However, as the normal public library audience builds up in the smaller towns and Akron (probably Barberton) are forced to deal with persons less apt to use usual library services, the matter of equalization will become one of concern to all pro-

fessional librarians. The budgeting procedures and the Foundation suggested above should provide insight and financial help. The problem will require the development of guidelines for distribution and total income.

There are two major aspects to this matter in Summit County. First, marked differences in allotment of intangibles tax income are apparent when the total incomes of the libraries are reduced to a common base (e.g., per capita). Had these differences resulted from some planned allotment of funds for operational, developmental or capital programs, they might be regarded as temporary. Such appears not to be the case. Second, the distribution of library outlets (as measured, for example, by floor area or book collections) is uneven. By and large, the central city population is least well off as to neighborhood service.

In Summit County, it is probably unrealistic to suggest lowering some budgets in order to raise others. However, it is not necessarily unrealistic to consider adding funds, assuming an increase in efficiency of the collection of intangibles taxes, to the budgets of the libraries with relatively low per capita expenditure while holding constant the budgets of those having high per capita expenditure. Some part of future increases in tax income should be assigned to this purpose.

On the second score, it is recommended that high priority be given to improving services to persons living in those areas where facilities are least adequate: in general, to the inner city neighborhoods. One method of helping to determine how these funds are to be allotted is to develop an index.

The following is offered as a possible basis for arriving at such an index:

1) Using 1970 census data for municipalities served, determine the distribution of family incomes, according to broad categories.
2) Assign weights to the categories, multiply the number of households in each category by the weight and divide the total figure by the total number of households.
3) Use resulting index as an indicator of priority in fund allotment.

TABLE 30

Example of Financial Allocation Index

Category	(A) Weight	(B) Number of Households	A x B	
1. Less than $4,000	4	500	2,000	
2. $4,000 to County median	3	1,500	4,500	
3. Median to $12,000	2	1,000	2,000	
4. Over $12,000	1	500	500	
	TOTAL	3,500	9,000	Index $\frac{A \times B}{B} = 2.57$

This index may be used to aid in value judgments about apportionment of funds or it may be incorporated into a formula for the determination of dollars to be distributed. One method of using it in a formula follows:

1) Calculate the ranks for all municipalities, as indicated above.

2) Determine what percentage each rank number is of the total of ranks.

3) Multiply these percentages times the total number of households in each municipality to get "weighted households".

4) Total those figures and determine the percentage of weighted households for each municipality.

5) This percentage then is taken of the total number of dollars available for equalization; the result is the dollar amount to be assigned to libraries serving the various municipalities to be spent on services designed to equalize library opportunity.

The following is an imaginary example of how the ranks would be applied to an apportionment situation.

TABLE 31

Hypothetical Example of Fund Allocation
Using Equalization Formula

Municipality	A Total Households	B Rank	C Percentage each Rank of Total	C x A (Weighted Households)	Percentage of Total Weighted Households
A	15,000	2.6	32.0	4,800	63.0
B	4,000	2.4	29.0	1,160	15.0
C	6,000	2.1	25.0	1,500	19.0
D	1,000	1.0	12.0	120	1.0
TOTAL		8.1	100.0%	7,580	100.0%

If $100,000 is allotted for equalization, 63% of it would go to the library serving Municipality "A".

In general, programs of exhibits appear not to be as well developed in the libraries of the county as might be expected in a rapidly changing metropolitan area. In many libraries the visitor is struck by the lack of interesting or unusual materials on display. It is particularly noteworthy that the great national issues are not used to any appreciable extent as subjects for exhibits, but the outsider is also impressed by the apparent lack of displays about local, regional or state issues. Perhaps this situation is a reflection of some feeling that exhibits require special talents not available; perhaps it is a reflection of lack of attention to publicity generally. In any event, interesting exhibits, even if not presented with professional skill, represent one method of presenting issues and of calling attention to the library's collections and services and thus of informing the public. It is recommended that a regular program of exhibits, at least some of which should point up major social issues, should be a part of each library's overall program of services and not reserved solely for the larger physical facilities in the county system.

A program of public relations should accompany the development of a system of library services. Such a program may seem self-serving, but it is intended that the public should be informed of the benefits it could gain from the system. This program might start with patrons of the libraries and then extend to mass media so as to reach the larger public.

Physical Facilities

A plan for future library service must include not only a plan for operation within the existing physical plant, but it also must include direction for the development of future physical facilities from which library services are to be rendered. This section of the report is devoted to a discussion of possible alternatives for future development of physical facilities for rendering library service in Summit County. The discussion and the recommendations are based upon a number of assumptions and a policy recommendation for library service. The following items are the basis upon which the service area recommendations included in Figure 30 are based.

1) It is assumed that construction costs will preclude the possibility of bringing all existing branches up to American Library Association guidelines as reproduced in Table 32. Most libraries that exist now are in locations which would make it extremely expensive to significantly expand existing branches.

2) It is contended that there is some value in having libraries located central to the population they are intended to serve. This includes both being central to a pedestrian clientele and to a clientele arriving by automobile.

3) It is assumed that the automobile will continue to be the primary mode of transportation to and from the library. The reason for this is that the developing densities in areas outside of Akron are lower than densities characteristic of Akron, Barberton, and

SUMMIT COUNTY

LIBRARY SURVEY

PROJECTED SERVICE AREAS - 1990

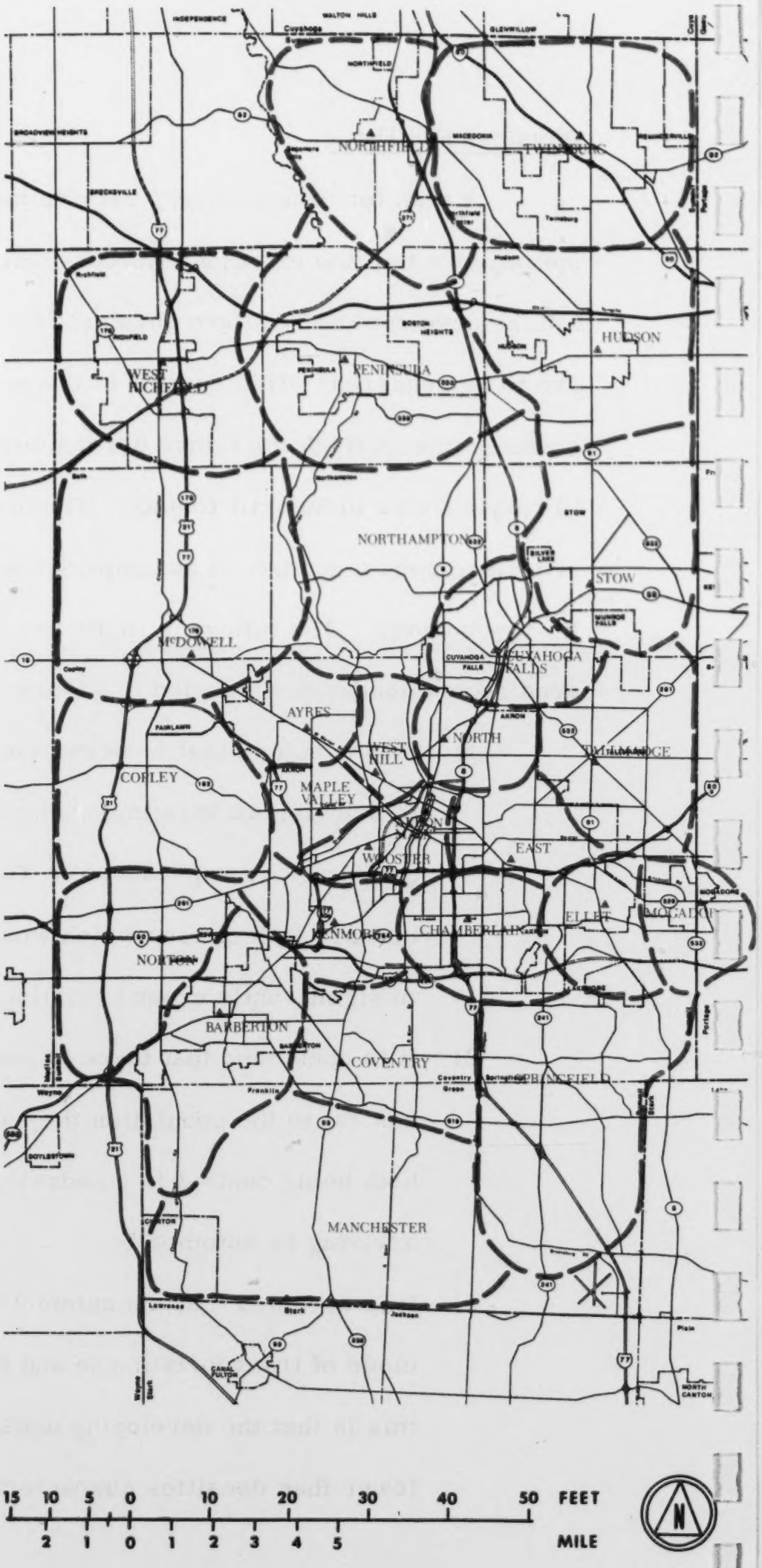

Figure 30

Prepared by: Tri-County Regional Planning Commission

January, 1972

TABLE 32

Guidelines for Determining Minimum Space Requirements

Population Served	Shelving Space [1]			Reader Space	Staff Work Space	Estimated Additional Space Needed[3]	Total Floor Space
	Size of Book Collection	Linear Feet of Shelving [2]	Amount of Floor Space				
Under 2,499...	10,000 vol.	1,300 linear ft.	1,000 sq. ft.	Min. 400 sq. ft. for 13 seats, at 30 sq. ft. per reader space	300 sq. ft.	300 sq. ft.	2,000 sq. ft.
2,500-4,999...	10,000 vol. plus 3 bks. per capita for pop. over 3,500	1,300 linear ft. Add 1 ft. of shelving for every 8 bks. over 10,000	1,000 sq. ft. Add 1 sq. ft. for every 10 bks. over 10,000	Min. 500 sq. ft. for 16 seats. Add 5 seats per M. over 3,5000 pop. served, at 30 sq. ft. per reader space	300 sq. ft.	700 sq. ft.	2,500 sq. ft. or 0.7 sq. ft. per capita, whichever is greater
5,000-9,999...	15,000 vol. plus 2 bks. per capita for pop. over 5,000	1,875 linear ft. Add 1 ft. of shelving for every 8 bks. over 15,000	1,500 sq. ft. Add 1 sq. ft. for every 10 bks. over 15,000	Min. 700 sq. ft. for 23 seats Add 4 seats per M. over 5,000 pop. served, at 30 sq. ft. per reader space	500 sq. ft. Add 150 sq. ft. for each full time staff member over 3	1,000 sq. ft.	3,500 sq. ft. or 0.7 sq. ft. per capita, whichever is greater
10,000-24,999.	20,000 vol. plus 2 bks. per capita for pop. over 10,000	2,500 linear ft. Add 1 ft. of shelving for every 8 bks. over 20,000	2,000 sq. ft. Add 1 sq. ft. for every 10 bks. over 20,000	Min. 1,200 sq. ft. for 40 seats. Add 4 seats per M. over 10,000 pop. served, at 30 sq. ft. per reader space	1,000 sq. ft. Add 150 sq. ft. for each full time staff member over 7	1,800 sq. ft.	7,000 sq. ft. or 0.7 sq. ft. per capita whichever is greater

TABLE 32 (continued)

Guidelines for Determining Minimum Space Requirements

Population Served	Shelving Space[1]			Reader Space	Staff Work Space	Estimated Additonal Space Needed[3]	Total Floor Space
	Size of Book Collection	Linear Feet of Shelving	Amount of Floor Space				
25,000-49,999.	50,000 vol. plus 2 bks. per capita for pop. over 25,000	6,300 linear ft. Add 1 ft. of shelving for every 8 bks. over 50,000	5,000 sq. ft. Add 1 sq. ft. for every 10 bks. over 50,000	Min. 2,250 sq. ft. for 75 seats. Add 3 seats per M. over 25,000 pop. served, at 30 sq. ft. per reader space	1,500 sq. ft. Add 150 sq. ft. for each full time staff member over 13	5,250 sq. ft.	15,000 sq. ft. or 0.6 sq. ft. per capita, whichever is greater

Source: American Library Association, Subcommittee on Standards for Small Libraries, Public Library Association, Interim Standards for Small Public Libraries: Guidelines Toward Achieving the Goals of Public Library Service (Chicago: The Association, 1962), p. 15.

1. Libraries in systems need only to provide shelving for basic collection plus number of books on loan from resource center at any one time.
2. A standard library shelf equals 3 linear feet.
3. Space for circulation desk, heating and cooling equiment, multipurpose room, stairways, janitors' supplies, toilets, etc., as required by community needs and the program of library services.

Cuyahoga Falls. Consequently, service areas in outlying areas will be larger even after significant development occurs.

4) It is recommended that libraries be associated with other types of activities that draw significant numbers of people; association with retail commercial areas would seem to be a desirable objective for future physical facilities. Libraries should be integrated into the retail and service fabric of the community and not be considered monuments to be located in an isolated situation.

5) Libraries should have ample parking located on the site or near the site. Association with commercial and office facilities may be one of the most efficient ways of providing ample parking without devoting an undue amount of the actual library site to this use. Since new library branches may be expected to serve fairly large geographic areas as indicated on Figure 30, it is important that the library be located strategically in relation to major thoroughfares within the service area. Ideally, the new library branches should be located near the intersection of two major thoroughfares that serve the entire service area.

6) New library branches should be designed to be flexible in terms of changes that may take place in the technology of providing library service.

7) Branches should be designed to have space for multi-purpose rooms to allow the library to have the possibility of becoming a type of community center.

8) Libraries should be readily observable to people within the service areas. If a library is concealed behind other buildings, or located too far from the main stream of traffic, it may very well result in diminished use in that people who might otherwise use a library might never think to visit a library at a location which they could not visualize.

Based on these kinds of factors, Figure 30 indicates a system of physical facilities and service areas for Summit County library service. Table 33 indicates the approximate 1970 population within each of these service areas, and the relationship this existing population has to existing and recommended floor areas. Precise projections of population within the service areas is impractical because of the relatively small geographical base upon which many of these service areas are predicated. The approach that should be taken in studying the service areas and any proposed changes in the physical network of library facilities is to plan for site acquisition in the growth areas so that library facilities can be located according to the criteria set forth above prior to the time that land costs preclude acquiring the most advantageous site. The service areas delineated are intended to represent service to urban growth areas; the relationship to political boundaries is coincidental. Boundaries are, of course, not intended to establish barriers across which residents could not freely travel to visit other branches; the boundaries are merely theoretical limits of areas likely to receive optimum service from a given facility. Also, as indicated earlier in this chapter, the

TABLE 33

Relationships of Recommended Service Areas to Population and Library Facility Standards

Library Building	Area (Sq. mi.)	1970 Population	ALA Guideline for Minimum Floor Area (based on 1970 population)(Sq. ft.)	Actual Floor Area (Sq. ft.)
1. Ayres	6.96	21,491	15,000	4,244
2. Barberton	13.28	33,060	20,000	18,480
3. McDowell	30.19	14,332	10,000	9,000
4. Chamberlain	9.11	55,748	33,500	3,669
5. Copley	22.13	9,733	6,800	N. A.
6. Coventry	14.19	13,908	9,700	721
7. Cuyahoga Falls	9.61	47,691	28,700	16,825
8. East	6.70	41,328	24,800	4,035
9. Ellet	7.56	19,110	13,400	3,701
10. Hudson	20.20	8,395	5,900	5,903
11. Kenmore	8.65	34,656	20,800	3,588
12. Maple Valley	4.26	22,891	16,000	3,499
13. Manchester	33.62	19,564	13,700	1,052
14. Mogadore	8.55	1,240(P) 8,539(S)	6,900	2,596
15. North	5.52	32,219	19,300	2,610
16. Northampton	22.51	7,704	5,400	N. A.
17. Northfield	17.28	15,340	10,700	4,318
18. Norton	14.58	11,409	8,000	780
19. Peninsula	27.75	3,042	2,500	2,870
20. Springfield	25.55	16,771	11,700	N. A.
21. Stow	16.33	27,224	16,300	5,333
22. Tallmadge	14.26	19,333	13,500	2,171
23. Twinsburg	25.48	14,800	10,400	4,567
24. Westhill	4.43	22,040	15,400	3,644
25. Richfield	20.74	4,943	3,500	3,170
26. Wooster	5.57	28,100	16,900	2,507
TOTALS	395.01	554,611	358,800	

N. A. -- Not applicable; no existing library

larger libraries such as Akron Main, Barberton, and Cuyahoga Falls and, perhaps, a few others, would have areas of specialized service which would not respect any local service area delineation.

Within the City of Akron, relatively few changes are recommended in the existing system of branch libraries. Most of the branches within Akron have some site or environmental deficiencies. However, in most cases the libraries are located so that they are convenient to the area they are presently serving and can realistically be expected to serve in the future. The principal exception to this is the East Branch which is located on the fringe of the Goodyear industrial area. There is much traffic congestion in the vicinity of East Library and the library is not located in what is considered by the staff to be a good library location, i.e., it is not centrally located in the Goodyear Heights area, nor is it located near the type of retail shopping facility that is frequented by residents in the service area. Of course, on the other hand, the branch is convenient to employees in the Goodyear industrial area. However, if the opportunity arises for the Akron system to divest itself of the existing building, a location elsewhere in the Goodyear Heights area could have a number of advantages over the existing site.

Other branches within the city seem suitably located, although as finances and opportunities become available to correct some of the site deficiencies that exist, action should be taken to expand the parking and increase the amenities on each site, as well as to expand the buildings themselves consistent with the demand made on each particular facility.

Recommendations for the county system outside of Akron are also included on Figure 30 and in Table 33. The northern Summit County system of service areas is proposed to remain relatively unchanged in terms of theoretical service areas. Although significant population growth will occur in the northernmost part of the county, the Northfield branch and the Twinsburg branch seem strategically located to continue to serve this area even with the additional population growth.

State Route 82 connects Northfield and Twinsburg and provides excellent vehicular access to the two existing libraries. An additional library in the Macedonia area may be desirable sometime in the future. However, the priorities for library service indicate to the staff that the existing libraries should continue to serve the northernmost part of Summit County until other areas less well served are provided with additional library service.

Similarly, the Richfield, Peninsula, and Hudson libraries are suitably located to continue to serve the service areas indicated on Figure 30. Hudson and Richfield have significant growth potential (Richfield perhaps even more so than indicated on Figure 3) indicating that expanded services and facilities will be called for in Richfield in the relatively near future. The Peninsula library is centrally located within the service area indicated on Figure 30 and, even though the population is more rarefied in the Peninsula-Boston Township and Boston Heights area than in any other service area, the library is recommended to continue to provide library service in the valley area and also act as a community center

for valley residents. The new McDowell library branch located near Summit Mall is recommended to serve all of Bath Township as well as parts of the City of Fairlawn and northern Copley Township. The population concentration in the Bath service area is weighted to the south. However, Smith Road, Cleveland-Massillon Road and State Route 19 provide excellent access to the new branch from all parts of the service area. An additional factor recommending the likelihood of the McDowell branch providing extensive library service is the interesting configuration of the building and its proximity to the Summit Mall which draws significant numbers of people into the area. The McDowell branch is well-located in terms of most of the criteria that have been discussed in various parts of the report.

A separate library service area has been designated for Northampton because of the significant growth potential in that township. Many projects are either under way or have been given some stage of approval that would significantly expand the population within that area. This coupled with the fact that no existing library is conveniently located relative to the central portion of Northampton indicates that a new branch would be viable centrally located within Northampton in the future. A location would be preferred that would be somewhere along Northampton Road between its intersection with Theiss Road and Steels Corners Road. Preferably, if a small retail shopping plaza is developed in the future, a Northampton Branch could be located with association to such a shopping facility.

The Stow Library is centrally located within the city and is readily accessible by the major thoroughfares within Stow. It is a moderm facility that should give good service in the foreseeable future. Because of needs elsewhere in the county, no additional branches are proposed in the City of Stow for the foreseeable future. However, a small branch auxiliary to the existing Stow library might be viable near the intersection of Stow Road and Fishcreek Road. Such a branch would have its primary justification in that it could conceivably serve a substantial walking distance clientele. However, it would not be recommended that the library duplicate all facilities and book stock now located in the existing Stow library.

The new Cuyahoga Falls library seems ideally located in terms of its central location. It is recommended that this library serve Cuyahoga Falls for the foreseeable future.

Branches are proposed for both the Copley and the Norton areas because of the rapid growth that has been occurring in these communities as well as the growth that is likely to occur in the future. The Barberton Reservoir would seem to separate the two areas into two relatively distinct service areas. However, an option that would be available would be to have a branch located somewhere near the intersection of State Route 261 and Cleveland-Massillon Road to serve the entire Copley-Norton area. The resulting service patterns, then, would probably be that more of the northern part of Copley Township would patronize the McDowell branch while central and southern Copley Township might find it as convenient to patronize the

branch in Norton near the intersection just mentioned. However, the staff feels that the separate service areas are large enough to justify, in the future, a branch in each of the communities. The Tallmadge branch is geographically located so as to be convenient to the community, although the congestion in the vicinity of the Tallmadge circle poses some problem in finding the facility. However, no changes are recommended in the service area plan in terms of the Tallmadge facility.

The Barberton library should continue to serve the City of Barberton as well as some parts of Coventry and Franklin Townships. The actual area it serves, of course, will depend on patron preferences as determined by convenience to the Barberton Library as opposed to branches in the unincorporated parts of the county. Also a factor that will determine service patterns, of course, is the extent of the collections in Barberton versus what can be provided in smaller branches in Coventry, Franklin and Green Townships. The service area plan contemplates a branch to serve Coventry and one to serve Franklin and western Green Townships. These areas now are covered by the Coventry branch and the Manchester branch. It is almost certain that these branches will need significant expansion in the future in order to even approach American Library Association guidelines for these areas. As with the Copley-Norton area there has been proposed a separate branch for the Coventry area and the Manchester or Franklin-western Green Township areas. However, a possibility exists that the two service areas could be consolidated into a larger Portage Lakes area with the branch

located some place near the intersection of Manchester Road and State Route 619. Such a branch would be conveniently located in terms of arrival by automobile and could presumably be much larger than either of the two branches in the separate service areas. However, the staff believes that, if possible, the two-branch alternative for the Portage Lakes area is preferable in terms of keeping branches close to the people they are intended to service.

A Springfield service area has been delineated on the service area plan. It incorporates most of Springfield Township as well as significant portions of eastern and central Green Township. Such a branch could be located somewhere along State Route 241 near the intersection of Killian Road or State Route 619. A branch in this area should receive relatively high priority.

Priorities for the development of new or expanded branches in Summit County should be determined on the basis of continued monitoring of population growth in the rapidly developing parts of the County. It is impossible at this time to establish a priority list of new facilities that will be useful five years from now. It will be necessary to continually evaluate the service needs in the County and develop facilities first in those areas where the population can justify an additional library building.

Bookmobile service will be able to continue to fill in the gaps where a fixed facility cannot be justified or where a fixed facility cannot reach a

particular audience. Bookmobile service is an important aspect of library service and should be extended to include community center stops in those planned residential developments that include such centers and are remotely located in terms of existing library facilities.

APPENDIX I

The Questions:

1. Could you tell me what "concrete poetry" is? It is a new kind of poetry, I think. (I was reading about it a few weeks ago -- it was just mentioned in passing. . . something like: "since the advent of 'concrete poetry' . . ." No, I don't recall where I saw it mentioned.)** (IP)*

2. Has Michael Harrington written anything since The Other America that deals with poverty? (I want some recent discussion of it by him for a talk I have to give.)

3. When is Arbor Day in Ohio? (We're going to let the kids plant a tree on Arbor Day this year, if it isn't already passed.) (IP)

4. I'm trying to find out what is the "plug gap specification" for a 1963 Chevrolet Corvair. (Don't know anything else about it; my husband asked me to get the information; he's got some work to do on the car.) (A woman should ask the question.)

5. Could you help me find a recipe for Beef Wellington? (Want to fix it for a special occasion tomorrow night.) (A woman should ask this question.) (IP)

6. I just got a strange-looking card from a friend in Hawaii. Looks sort of like a Christmas card. On the inside it has a phrase that

*IP - to be asked in person.

**"(. . .)" = context statement for the question, and special instructions.

I don't understand. Could you translate it for me? "HAUOLI MAKAHIKI HOU" (Make sure you spell it correctly.)

7. In the financial section of Newsweek a few weeks ago I came across the phrase: "Gnomes of Zurich." Could you tell me what it refers to? (Don't recall how it was used.)

8. There was a Peter Sellers movie on TV a few weeks back: "The Battle of the Sexes." I'd like to read the book -- could you tell me if it was based on a book? (The movie was done by Continental Distributing Inc., if that helps.) (IP)

9. For a week now I've been trying to remember the author of a poem. Could you help me find it? It goes SOMETHING LIKE:

> Thou mayst in me behold that time of
> year/When yellow leaves or none or few
> do hang/Upon those boughs....

(That's all I remember. We had to learn it in high school.)

10. I'm trying to remember a quote of J. F. K.'s When someone asked him how he became a war hero, what was it that he said? (I THINK it was something about the sinking of his boat.) I want the exact words, please. (It is a short quote, about 2 lines or so, as I recall.) (IP)

USER QUESTIONNAIRE

MAY WE HAVE A LITTLE OF YOUR TIME?

To help plan and improve library service, we are conducting a study of the use made of certain libraries in this county. Will you help by spending a few minutes in completing this questionnaire before you leave the library today? To get an accurate picture, we need a reply from every library user. Please leave the questionnaire with the staff member as you leave the library.

1. Why did you come to the library today? (Circle as many as apply).
   - To browse and pick out general reading 1
   - To obtain a specific book or title 2
   - To return books or other library material 3
   - To study, using your own material 4
   - To meet with friends 5
   - To read magazines or newspapers 6
   - To bring someone else (children, for example) 7
   - To attend a library program or meeting 8
   - To obtain materials or information on a specific subject 9
   - None of these reasons 10

2. What use did you make of the library today? (Circle as many as apply).
   - Used reference books 1
   - Checked card catalog 2
   - Borrowed books or periodicals for use outside the library. 3
   - Borrowed films 4
   - Borrowed recordings 5
   - Received help or advice from a librarian 6
   - Consulted books or materials in the library 7
   - Had photocopies made 8
   - Took children to story hour 9
   - Attended program or meeting 10
   - None of these uses 11

3. With regard to your trip to the library today, were you completely, partially, or not satisfied? (Circle one).
   - Completely satisfied 1
   - Only partially satisfied 2
   - Not satisfied 3

IF YOU WERE COMPLETELY SATISFIED, PLEASE SKIP TO QUESTION 4; OTHERWISE, ANSWER QUESTIONS 3A AND 3B.

3A. If you were not completely satisfied, please circle the one number which best describes the reason for your dissatisfaction.
   - The material wanted was owned by the library, but it was not available . . 1
   - The card catalog shows that the library doesn't own the material wanted. 2
   - The material in the library was on too elementary a level 3
   - The material in the library was on too advanced a level. 4
   - The material in the library was out of date 5
   - The library doesn't have enough material of the kind needed 6
   - None of these reasons 7

3B. Do you plan to make any further effort to obtain the material or information you sought? (Circle only one).

YES: Have asked the library to reserve this material 1
YES: Have asked the library to borrow this material from another library for me 2
YES: Will come back to the library on another day and try again . . . 3
YES: Plan to visit another library 4
YES: Some other kind of effort 5
NO: Not that important 6
NO: Need material at once; it's too late 7
NO: Some other reason 8

EVERYONE PLEASE ANSWER:

4. Please indicate whether you are generally satisfied or not with each of the following additional aspects of the library. (Circle one number in each row).

	Satisfied	Not Satisfied	No Opinion
A. Parking facilities	1	1	3
B. Library facilities (work space, sufficient seating)	1	2	3
C. Library staff (helpful, courteous?)	1	2	3

5. Was your trip to the library today: (Circle one number).

Made in connection with shopping 1
Made in connection with going to or from work 2
Made in connection with going to or from school 3
Made in connection with another activity 4
Made only to visit the library 5

6. How much time does it take you to travel from your present residence to the library? (Circle one number).

Less than 15 minutes 1
At least 15 minutes, but less than 30 minutes 2
At least 30 minutes, but less than 45 minutes 3
At least 45 minutes, but less than 60 minutes 4
More than one hour 5

7. How far is your present residence from the library? (Circle one number).

Less than a mile 1
At least one mile, but less than 5 miles 2
At least 5 miles, but less than 10 miles 3
At least 10 miles, but less than 15 miles 4
Fifteen miles or more 5

8. How did you travel to the library today? (Circle one number).

By car 1
On foot 2
By public transportation 3
By other means 4

9. Is this library the public library closest to your home?

Yes 1
No 2
Don't know 3

10. About how often do you use this library? (Circle one number).

This is my first visit	1
Once a week or more	2
Once or twice a month	3
Less than once a month	4

Will you tell us something about yourself?

11. Your sex: (1) male (2) female

12. Your age: (Circle one number)

12 to 16 years	1
17 to 21 years	2
22 to 34 years	3
35 to 49 years	4
50 to 64 years	5
65 and over	6

13. Last school attended? (Circle one number)

Elementary	1
Junior High	2
High School	3
College	4
Graduate	5

14. Your occupation? (Circle the one number which best describes your occupation)

Student	1	Craftsman/foreman	8
Housewife	2	Driver/operative	9
Retired	3	Laborer	10
Professional/Technical	4	Household worker	11
Manager/Proprietor	5	Service worker	12
Clerical	6	Farm worker	13
Sales	7	None of these	14

15. Are you a Summit County resident?

Yes	1
No	2

15A. If you are NOT a resident of Summit County, where do you live? (Circle one number).

Portage County	1
Stark County	2
Trumbull County	3
Mahoning County	4
Geauga County	5
Cuyahoga County	6
Medina County	7
Wayne County	8
Lorain County	9
None of these	10

TURN NOW TO THE MAP ON THE NEXT PAGE, AND PLACE AN "X" APPROXIMATELY WHERE YOU LIVE

(Map not included here)

APPENDIX II

In-Person Inquiries: Summary

(Six questions asked at each of seven libraries, plus five questions at each of two libraries, for a total of 52 inquiries.)

Number of correct responses	11
Mean number of correct responses, per library	1.22
Number of times respondent undertook the search himself	34

Mean rank of "Eagerness" per encounter, on the scale

very eager to get answer	/1	/2	/3	/4	/5 /	very reluctant to get answer

1.87

Mean rank of "Friendliness" per encounter, on the scale

very friendly	/1	/2	/3	/4	/5 /	very unfriendly

1.63

Number of times respondent referred inquirer to a source outside the library: 7, of which 6 were specific mentions of Akron Main.

APPENDIX III

Telephone Inquiries: Summary

(Four questions asked at each of nine libraries, for a total of 36 inquiries.)

Number of correct responses 15

Mean number of correct responses per library 1.68

Mean rank of "Eagerness" on this scale

very eager to get answer /1 /2 /3 /4 /5 / very reluctant to get answer 1.58

Mean rank of "Friendliness" on the scale

very friendly /1 /2 /3 /4 /5 /very unfriendly 1.34

Mean number of calls per inquiry 1.7

Mean number of calls, per correct response 1.5

Mean number of calls, per not-correct response 1.9

Number of times respondent referred inquirer to a source outside the library: 9, of which 7 were specific mentions of Akron Main.

APPENDIX IV

Responses to Inquiries, by Library

Library	Correct Responses: In Person	Correct Responses: Telephone	Correct Responses: Total	Number of Inquiries	% Correct
A	2	2	4	10	40%
B	1	2	3	10	30
C	1	1	2	10	20
D	1	4	5	10	50
E	1	0	1	10	10
F	1	1	2	9	22
G	2	1	3	10	30
H	1	2	3	10	30
I	1	2	3	9	33

Mean % correct: 29.4%

Library	Attitudes: "Eagerness" (i.e. E)	Attitudes: "Friendliness" (i.e. F)	Number of Encounters	E+F / (No. Enctrs)2
A	21	20	11	1.87
B	23	19	11	1.91
C	19	16	12	1.46
D	19	16	12	1.46
E	20	14	12	1.42
F	23	23	12	1.92
G	15	13	13	1.08
H	25	24	12	2.04
I	16	11	10	1.35

Mean score of Eagerness + Friendliness: 1.6

APPENDIX V

Number of Correct Responses, by Question

Telephone	Number correct
Q4	4
Q6	4
Q7	3
Q9	4

In-Person	Number correct
Q1	4
Q2	0
Q3	0
Q5	5
Q8	0
Q10	2
	26

APPENDIX VI

Document Requests: Summary

Document Category	Successful Retrievals	Requester Referred Elsewhere	ILL Request Initiated by Respondent
1	1	1 + 4*	2
2	0	0	2
3	1	0	0
4	1	2*	0

*To Akron Main

Library	Successful Retrievals	Requester Referred Elsewhere	ILL Initiated by Respondent
A	3	0	0
B	0	2	0
C	0	1	0
D	0	0	0
E	0	1	1
F	0	1	0
G	0	1	2
H	0	1	1
I	0	0	0

APPENDIX VI (continued)

Library	"Eagerness" (E)	"Friendliness" (F)	$\frac{E + F}{(\text{No. enctrs})2}$
A	5	6	2.75
B	5	5	2.50
C	7	7	3.50
D	4	4	2.00
E	5	4	2.25
F	6	6	3.00
G	4	4	2.00
H	7	6	3.25
I	6	6	3.00

APPENDIX VII

EXAMPLES OF CATEGORIZATION OF SERVICES, DEFINITION OF OBJECTIVES AND ESTABLISHMENT OF SELF-EVALUATION TECHNIQUES

EXAMPLE OF CATEGORIZATION OF SERVICES
AS BASE FOR SELF-EVALUATION

Space	Information Services	Developmental Services	Collections	Technical Services
1. Main stack area 2. Adult browsing area 3. Study space for students 4. Children's area 5. Meeting room 6. Periodicals area 7. Media area (e.g., film viewing, record playing) 8. Display area 9. Dictating/typing area 10. Parking space	1. Directional signs 2. Guiding clients to sources of information sources 3. Referral of clients to other library and information sources 4. Interlibrary loan 5. General information reference services to individual clients 6. Special subject reference services to individual clients including special bibliographies 7. Informing clients of community activities and services 8. Special services to teachers	1. Circulation collection a. Books b. Periodicals c. Newspapers d. Nonprint materials 2. Noncirculation collection a. Reference materials b. Long-term preservation	1. Children's services 2. Young adult services 3. Reader guidance 4. Bibliographies of general interest 5. Assisting in program development (clubs, etc.) 6. Lectures and concerts 7. Film programs 8. Services to handicapped, homebound and institutionalized persons 9. Book sales	1. Acquisition and organization of materials 2. Catalogs and locally maintained indexes 3. Reproduction of materials for clients

EXAMPLE OF DEFINITION OF OBJECTIVES
AND EVALUATION OF PROGRAMS

Service	Objective (Level & Audience)	Programs (Facilities)	Training and/or Studies (Implementation)	Evaluation
1. Information Services A. Guiding clients to sources of information in the library	To improve the ease with which clients may locate and use the card catalog, printed and other indexes and related aids which will help to locate information in sources held by this library	1. A clearly marked work station manned by a knowledgeable and helpful staff member 2. Clear, brief printed instructions on each catalog or index suited to the probable level of reading ability of most clients	1. Training in use of the devices possessed by this library for any staff member who will be assigned to this work station 2. Simulated service (role-playing) 3. Assignment of responsibility	1. Staff discussion 2. Querying of patrons as to success
B. Answering of reference questions by use of sources outside this library	To increase the percentage of satisfactory responses to requests for information posed by patrons which can not be filled from sources held by this library	1. Feferral of questions by telephone to Akron Main Library by reference staff of this library 2. Querying of other information sources by the staff of this library 3. Recommendation to patron of other information sources	1. Development of criteria concerning type of question which may best be answered by specialized staff at Akron 2. Development of knowledge of sources of information receptive to calls from library staff 3. Development of procedures for referral of patron	1. Staff discussion 2. Querying of patrons 3. Unobtrusive tests